

# The 2022-2027 Outlook for Cotton Broadwoven Pile Fabrics for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for cotton broadwoven pile fabrics across the states and zip codes of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 10,833 zip codes in the United States. For each zip code in question, the percent share the zip code is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a zip code vis-à-vis others. This statistical approach can prove very useful to distribution and/or sales force strategies. Using econometric models which project fundamental economic dynamics within each state and zip code, latent demand estimates are created for cotton broadwoven pile fabrics. This report does not discuss the specific players in the market serving the latent demand, nor specific details at the product level. The study also does not consider short-term cyclicalities that might affect realized sales. The study, therefore, is strategic in nature, taking an aggregate and long-run view, irrespective of the players or products involved.

This study covers cotton broadwoven pile fabrics as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for cotton broadwoven pile fabrics is 3132107. It is for this definition that aggregate latent demand estimates are derived. Cotton broadwoven pile fabrics is specifically defined as follows:

3132107 Cotton broadwoven pile fabrics, gray goods

31321071 Cotton broadwoven pile fabrics (gray goods)

3132107100 Cotton broadwoven pile fabrics (gray goods)

3132107101 Broadwoven pile corduroy fabric (gray goods), more than 50 percent cotton

3132107106 Broadwoven midwale corduroy (gray goods), more than 50 percent cotton

3132107111 Broadwoven widewale and other corduroy (gray goods), more than 50 percent cotton

3132107116 Broadwoven pile velvet, plushes, and other (except corduroy) fabric (gray goods), more than 50 percent cotton

3132107121 Broadwoven pile terry toweling fabric (gray goods)

3132107126 Broadwoven pile terry cloth fabric (gray goods)

3132107131 Broadwoven pile upholstery fabric (gray goods), all cotton and chiefly cotton

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