

The 2022-2027 Outlook for Curtains and Draperies for US Zip Codes

<https://marketpublishers.com/r/21FB6B8F5E19EN.html>

Date: November 2021

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 21FB6B8F5E19EN

Abstracts

This study covers the latent demand outlook for curtains and draperies 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 curtains and draperies. 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 curtains and draperies as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for curtains and draperies is 3141210. It is for this definition that aggregate latent demand estimates are derived. Curtains and draperies is specifically defined as follows:

3141210 CURTAINS AND DRAPERIES

31412101 Curtains and draperies, knit, except lace

31412102 Woven window curtains (except custom made), all fabrics, including glass

31412103 Woven draperies (except custom made), all fabrics, including glass

31412104 Custom drapes and curtains

31412105 Curtains and draperies, knit, including lace curtains made from purchased fabric

3141210111 Curtains and draperies, knit, except lace

3141210221 Woven window curtains (except custom made), wholly or chiefly cotton

3141210231 Woven window curtains (except custom made), rayon and/or acetate fabrics

3141210241 Woven window curtains (except custom made), all other manmade fiber fabrics, including glass

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