

# The 2022-2027 Outlook for Dermatological Preparations for US Zip Codes

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## Abstracts

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

The NAICS code for dermatological preparations is 325412G1. It is for this definition that aggregate latent demand estimates are derived. Dermatological preparations is specifically defined as follows:

325412G1 Pharmaceutical preparations, acting on skin, for human use

325412G100 Pharmaceutical preparations, acting on skin, for human use

325412G111 Skin preparations, prescription

325412G112 Skin preparations, non-prescription

325412G116 Dermatological preparations, antipruritics and local anesthetic skin preparations

325412G121 Dermatological preparations, coal tar, sulfur and resorcinol preparations

325412G126 Dermatological preparations, antiacne preparations

325412G131 Dermatological preparations, antidandruff and antiseborrheic preparations, except dandruff shampoos

325412G136 Other dermatological preparations

325412G141 Hemorrhoidal preparations

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