

The 2022-2027 Outlook for Die-Cut Paper and Paperboard Index, Guide, and Tabulating Cards; and Presentation and Report Covers for US Zip Codes

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Abstracts

This study covers the latent demand outlook for die-cut paper and paperboard index, guide, and tabulating cards; guide cards for file folders; and presentation and report covers excluding looseleaf covers 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 die-cut paper and paperboard index, guide, and tabulating cards; guide cards for file folders; and presentation and report covers excluding looseleaf covers. 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 die-cut paper and paperboard index, guide, and tabulating cards; guide cards for file folders; and presentation and report covers excluding looseleaf covers as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for die-cut paper and paperboard index, guide, and tabulating cards; guide cards for file folders; and presentation and report covers excluding looseleaf

covers is 32223113. It is for this definition that aggregate latent demand estimates are derived. Die-cut paper and paperboard index, guide, and tabulating cards; guide cards for file folders; and presentation and report covers excluding looseleaf covers is specifically defined as follows:

32223113 Other die cut paper and paperboard office supplies, including index, guide, and tabulating cards (including guide cards for file folders), presentation and report covers (except looseleaf), etc.

3222311391 Other die cut paper and paperboard office supplies, including index, guide, and tabulating cards (including guide cards for file folders), presentation and report covers (except looseleaf), etc.

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