

The 2022-2027 Outlook for Direct Selling Establishments for US Zip Codes

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Abstracts

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

The NAICS code for direct selling establishments is 4543. It is for this definition that aggregate latent demand estimates are derived. Direct selling establishments is specifically defined as follows:

4543 This industry group comprises establishments primarily engaged in nonstore retailing (except electronic, mail-order, or vending machine sales). These establishments typically go to the customers' location rather than the customer coming to them (e.g., door-to-door sales, home parties). Examples of establishments in this industry are home delivery newspaper routes; home delivery of heating oil, liquefied

petroleum (LP) gas, and other fuels; locker meat provisioners; frozen food and freezer plan providers; coffee-break services providers; and bottled water or water softener services.

45431 This industry comprises establishments primarily engaged in retailing heating oil, liquefied petroleum (LP) gas, and other fuels via direct selling.

45439 See industry description for 454390.

454311 This U.S. industry comprises establishments primarily engaged in retailing heating oil via direct selling.

454312 This U.S. industry comprises establishments primarily engaged in retailing liquefied petroleum (LP) gas via direct selling.

454319 This U.S. industry comprises establishments primarily engaged in retailing fuels (except liquefied petroleum gas and heating oil) via direct selling.

454390 This industry comprises establishments primarily engaged in retailing merchandise (except food for immediate consumption and fuel) via direct sale to the customer by means, such as in-house sales (i.e., party plan merchandising), truck or wagon sales, and portable stalls (i.e., street vendors).

4543901 Establishments primarily engaged in the direct selling of household appliances, furniture, floor coverings, draperies, curtains, china, glassware, kitchen utensils, cutlery, housewares, brooms and brushes, lamps, mirrors, pictures, window shades and blinds, radios, televisions, consumer electronics, and other home furnishings.

4543902 Establishments primarily engaged in the direct selling of books, periodicals, videos, and compact discs.

4543903 Establishments primarily engaged in the direct selling of merchandise not elsewhere classified.

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