

The 2022-2027 Outlook for Disposable Diapers, Sanitary Pads, Tampons, and Similar Made of Purchased Paper Stock or Wadding for US Zip Codes

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Abstracts

This study covers the latent demand outlook for disposable diapers, sanitary napkins, tampons, training pants, and incontinent pads made from purchased sanitary paper stock or wadding 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 disposable diapers, sanitary napkins, tampons, training pants, and incontinent pads made from purchased sanitary paper stock or wadding. 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 disposable diapers, sanitary napkins, tampons, training pants, and incontinent pads made from purchased sanitary paper stock or wadding as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for disposable diapers, sanitary napkins, tampons, training pants, and incontinent pads made from purchased sanitary paper stock or wadding is 3222912. It is for this definition that aggregate latent demand estimates are derived. Disposable diapers, sanitary napkins, tampons, training pants, and incontinent pads made from

purchased sanitary paper stock or wadding is specifically defined as follows:

3222912 DISPOSABLE DIAPERS AND SIMILAR DISPOSABLE PRODUCTS, MADE FROM PURCHASED SANITARY PAPER STOCK OR WADDING

32229121 Disposable diapers and similar disposable products (including sanitary napkins, tampons, training pants, and incontinent pads), made from purchased sanitary paper stock or wadding

3222912100 Disposable diapers and similar disposable products (including sanitary napkins, tampons, training pants, and incontinent pads), made from purchased sanitary paper stock or wadding

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