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The 2022-2027 Outlook for Dolls, Toy Animals, Action Figures, Stuffed Toys, and Related Parts and Accessories for US Zip Codes

https://marketpublishers.com/r/2E918EE2978DEN.html
Date: November 2021
Pages: 527
Price: US$ 595.00 (Single User License)
ID: 2E918EE2978DEN

Abstracts

This study covers the latent demand outlook for dolls, toy animals, action figures, stuffed toys, and related parts and accessories 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 dolls, toy animals, action figures, stuffed toys, and related parts and accessories. 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 dolls, toy animals, action figures, stuffed toys, and related parts and accessories as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for dolls, toy animals, action figures, stuffed toys, and related parts and accessories is 3399310. It is for this definition that aggregate latent demand estimates are derived. Dolls, toy animals, action figures, stuffed toys, and related parts and accessories is specifically defined as follows:

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3399310 DOLLS, TOY ANIMALS, ACTION FIGURES, AND STUFFED TOYS (INCLUDING PARTS AND ACCESSORIES)

33993101 Dolls, toy animals, and action figures (except stuffed)

33993102 Doll parts (clothes, accessories, and playsets for dolls, including fashion dolls and action figures)

33993103 Stuffed dolls, stuffed toy animals, and other stuffed toys

33993105 Parts for dolls, toy animals, and action figures, including accessories, clothes, and playsets for dolls, toy animals, and action figures

3399310106 Dolls, toy animals, and action figures (except stuffed), more than 13 inches in length

3399310111 Dolls, toy animals, and action figures (except stuffed), 13 inches or less in length, including collectors' miniatures

3399310131 Puppets, marionettes, and other animals and figures not stuffed

3399310216 Doll parts (clothes, accessories, and playsets for dolls, including fashion dolls and action figures)

3399310301 Stuffed dolls

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