

# The 2022-2027 Outlook for Domestic Heating Stoves for US Zip Codes

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## Abstracts

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

The NAICS code for domestic heating stoves is 33341431. It is for this definition that aggregate latent demand estimates are derived. Domestic heating stoves is specifically defined as follows:

33341431 Heating stoves

3334143101 Gas fueled (all types) domestic hearth appliances (except electric and parts), B vent, direct vent, vent free (free standing and fireplace insert)

3334143106 Vented log sets

3334143111 Ventless log sets

3334143116 B vent built in appliances

3334143121 Direct vent built in appliances

3334143126 Vent free built in appliances

3334143131 Coal, kerosene, gasoline, and fuel oil domestic heating stoves (except parts)

3334143136 Freestanding wood fireplaces and domestic heating stoves (all types), including circulating and radiants (except parts)

3334143141 Wood pellet fuel burning domestic heaters (except parts)

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