

# The 2022-2027 Outlook for Domestic Sump Pumps of Max. 1 hp Including the Value of the Driver If Shipped as a Complete Unit for US Zip Codes

<https://marketpublishers.com/r/283DB612248AEN.html>

Date: November 2021

Pages: 526

Price: US\$ 595.00 (Single User License)

ID: 283DB612248AEN

## Abstracts

This study covers the latent demand outlook for domestic sump pumps of 1 hp or less and including the value of the driver if shipped as a complete unit 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 sump pumps of 1 hp or less and including the value of the driver if shipped as a complete unit. 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 sump pumps of 1 hp or less and including the value of the driver if shipped as a complete unit as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for domestic sump pumps of 1 hp or less and including the value of the driver if shipped as a complete unit is 33391112. It is for this definition that aggregate latent demand estimates are derived. Domestic sump pumps of 1 hp or less and including the value of the driver if shipped as a complete unit is specifically defined as follows:

33391112 Domestic sump pumps (1 hp or less) (including the value of the driver if shipped as a complete unit)

333911220 Domestic sump pumps (1 hp or less) (including the value of the driver if shipped as a complete unit)

333911235 Domestic sump pumps (including drivers), 1 hp or less, pedestal

333911238 Domestic sump pumps (including drivers), 1 hp and under, submersible, 1/3 hp or less

333911239 Domestic sump pumps (including drivers), 1 hp and under, submersible, over 1/3 hp

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