

# The 2022-2027 Outlook for Dry Cleaning and Laundry Services for US Zip Codes

<https://marketpublishers.com/r/2F84D9ADC154EN.html>

Date: November 2021

Pages: 514

Price: US\$ 595.00 (Single User License)

ID: 2F84D9ADC154EN

## Abstracts

This study covers the latent demand outlook for dry cleaning and laundry services 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 dry cleaning and laundry services. 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 dry cleaning and laundry services as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for dry cleaning and laundry services is 8123. It is for this definition that aggregate latent demand estimates are derived. Dry cleaning and laundry services is specifically defined as follows:

8123 Drycleaning and Laundry Services

81231 See industry description for 812310.

81232 See industry description for 812320.

81233 This industry comprises establishments primarily engaged in supplying, on a rental or contract basis, laundered items, such as uniforms, gowns and coats, table linens, bed linens, towels, clean room apparel, and treated mops or shop towels.

812310 This industry comprises (1) establishments primarily engaged in operating facilities with coin-operated or similar self-service laundry and drycleaning equipment for customer use on the premises and (2) establishments primarily engaged in supplying and servicing coin-operated or similar self-service laundry and drycleaning equipment for customer use in places of business operated by others, such as apartments and dormitories.

812320 This industry comprises establishments primarily engaged in one or more of the following: (1) providing drycleaning services (except coin-operated); (2) providing laundering services (except linen and uniform supply or coin-operated); (3) providing dropoff and pickup sites for laundries and/or drycleaners; and (4) providing specialty cleaning services for specific types of garments and other textile items (except carpets and upholstery), such as fur, leather, or suede garments; wedding gowns; hats; draperies; and pillows. These establishments may provide all, a combination of, or none of the cleaning services on the premises.

812331 This U.S. industry comprises establishments primarily engaged in supplying, on a rental or contract basis, laundered items, such as table and bed linens; towels; diapers; and uniforms, gowns, or coats of the type used by doctors, nurses, barbers, beauticians, and waitresses.

812332 This U.S. industry comprises establishments primarily engaged in supplying, on a rental or contract basis, laundered industrial work uniforms and related work clothing, such as protective apparel (flame and heat resistant) and clean room apparel; dust control items, such as treated mops, rugs, mats, dust tool covers, cloths, and shop or wiping towels.

8123101 Establishments primarily engaged in installing and operating coin-operated laundry equipment in apartments, dormitories, and similar locations.

8123102 Establishments primarily engaged in the operation of coin-operated or similar self-service laundry and drycleaning equipment for use on the premises. Laundry in these establishments is always done in individual machines, usually by the customer.

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