

The 2022-2027 Outlook for Duffle Bags and Knapsacks for US Zip Codes

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Abstracts

This study covers the latent demand outlook for duffle bags and knapsacks 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 duffle bags and knapsacks. 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 duffle bags and knapsacks as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for duffle bags and knapsacks is 31491101. It is for this definition that aggregate latent demand estimates are derived. Duffle bags and knapsacks is specifically defined as follows:

31491101 Duffle bags and knapsacks, all materials

3149110111 Duffle bags and knapsacks, wholly or chiefly cotton (including cotton canvas and open mesh cotton)

3149110151 Duffle bags and knapsacks, wholly or chiefly manmade fiber fabrics

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