

# The 2022-2027 Outlook for Electric and Microwave Household Cooking Units and Parts for US Zip Codes

<https://marketpublishers.com/r/2092696BD088EN.html>

Date: November 2021

Pages: 526

Price: US\$ 595.00 (Single User License)

ID: 2092696BD088EN

## Abstracts

This study covers the latent demand outlook for electric and microwave household cooking units and parts 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 electric and microwave household cooking units and parts. 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 electric and microwave household cooking units and parts as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for electric and microwave household cooking units and parts is 3352211. It is for this definition that aggregate latent demand estimates are derived. Electric and microwave household cooking units and parts is specifically defined as follows:

3352211 Electric and microwave household cooking units and parts

33522111 Electric (including microwave) household ranges, ovens, surface cooking

units, and equipment

33522112 Parts and accessories for electric household ranges and ovens (including burners, rotisseries, oven racks, broiler pans, etc.) (sold separately)

33522113 Free standing ranges, including apartment house types

33522114 Other electric and electronic ranges and ovens

33522115 Microwave ranges and ovens

3352211110 Electric (including microwave) household ranges, ovens, surface cooking units, and equipment

3352211290 Parts and accessories for electric household ranges and ovens (including burners, rotisseries, oven racks, broiler pans, etc.) (sold separately)

3352211311 Electric household ranges, free-standing, under 23 inches (58.4 cm) in width, all types, including apartment house type

3352211313 Electric household ranges, free-standing, 23 inches (58.4 cm) up to and including 32(81.3 cm) inches in width

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