

The 2022-2027 Outlook for Electronic Games and Toys for US Zip Codes

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Abstracts

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

The NAICS code for electronic games and toys is 3399327. It is for this definition that aggregate latent demand estimates are derived. Electronic games and toys is specifically defined as follows:

3399327 Electronic games and toys

33993271 Board games

33993272 Nonelectronic action and skill games, puzzles, and parts for games,

excluding electronic parts

33993273 Nonelectronic games and puzzles, including parts

3399327101 Board games

3399327206 Sports~oriented nonelectronic action and skill games (football, baseball, etc)

3399327211 Nonsports~oriented nonelectronic action and skill games

3399327216 Puzzles

3399327221 Other nonelectronic games

3399327226 Parts for games (excluding electronic parts)

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