

The 2022-2027 Outlook for Enameled Iron and Metal Sanitary Ware for US Zip Codes

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Abstracts

This study covers the latent demand outlook for enameled iron and metal sanitary ware 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 enameled iron and metal sanitary ware. 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 enameled iron and metal sanitary ware as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for enameled iron and metal sanitary ware is 3329980. It is for this definition that aggregate latent demand estimates are derived. Enameled iron and metal sanitary ware is specifically defined as follows:

3329980 ENAMELED IRON AND METAL SANITARY WARE

33299801 Enameled iron and metal plumbing fixtures

33299802 Other enameled iron and metal plumbing fixtures, including portable chemical toilets, water closet tanks, etc.

3329980110 Enameled iron and metal plumbing fixtures

3329980290 Other enameled iron and metal plumbing fixtures, including portable chemical toilets, water closet tanks, etc.

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