

The 2022-2027 Outlook for Family Clothing Stores for US Zip Codes

<https://marketpublishers.com/r/245A1BE19889EN.html>

Date: November 2021

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 245A1BE19889EN

Abstracts

This study covers the latent demand outlook for family clothing stores 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 family clothing stores. 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 family clothing stores as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for family clothing stores is 44814. It is for this definition that aggregate latent demand estimates are derived. Family clothing stores is specifically defined as follows:

44814 See industry description for 448140.

448140 This industry comprises establishments primarily engaged in retailing a general line of new clothing for men, women, and children, without specializing in sales for an individual gender or age group. These establishments may provide basic alterations,

such as hemming, taking in or letting out seams, or lengthening or shortening sleeves.

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