

The 2022-2027 Outlook for Flatware and Cutlery for US Zip Codes

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Abstracts

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

The NAICS code for flatware and cutlery is 33221121. It is for this definition that aggregate latent demand estimates are derived. Flatware and cutlery is specifically defined as follows:

33221121 Flatware and cultery

3322112101 Table cutlery (knives, forks, spoons etc.) for food serving and eating, with handles of materials other than metal

3322112102 Electrosilverplated flatware and cutlery, electrosilverplated to a nonprecious (except pewter) metal base, including all knives, forks, spoons, and carving sets made wholly of metal

3322112103 Flatware made of base metal clad with nonprecious metal

3322112104 Flatware and cutlery, precious and nonprecious metal plated to a nonprecious (except pewter) metal base, excluding electrosilverplated, including whole metal utensils and carving sets

3322112105 Flatware and cutlery, solid nonprecious (except pewter) metal, including whole metal utensils and carving sets, excluding plated metal and nonprecious metal clad to nonprecious metal

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