

# The 2022-2027 Outlook for Flexographic Ink for US Zip Codes

<https://marketpublishers.com/r/2D787E8C0AF1EN.html>

Date: November 2021

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 2D787E8C0AF1EN

## Abstracts

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

The NAICS code for flexographic ink is 3259104. It is for this definition that aggregate latent demand estimates are derived. Flexographic ink is specifically defined as follows:

3259104 Flexographic ink

32591041 News and nonheat web offset printing inks

32591042 Publication and commercial web inks

32591043 Sheet fed general inks

32591044 Sheet fed packaging inks

325910481 Packaging ink

325910484 Other flexographic ink

3259104111 News and nonheat web offset printing inks

3259104221 Publication and commercial web inks

3259104341 Sheet fed general inks

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