

# The 2023-2028 Outlook for Primary Batteries in the United States

<https://marketpublishers.com/r/286DE6605B16EN.html>

Date: October 2022

Pages: 502

Price: US\$ 595.00 (Single User License)

ID: 286DE6605B16EN

## Abstracts

This study covers the latent demand outlook for primary batteries across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city 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 city, latent demand estimates are created for primary batteries. 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 primary batteries as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for primary batteries is 3359120. It is for this definition that aggregate latent demand estimates are derived. Primary batteries is specifically defined as follows:

3359120 PRIMARY BATTERIES

33591201 Round and prismatic primary battery cells

33591202 Button and coin primary battery cells

33591203 Parts for primary batteries, excluding cases and containers

3359120101 Alkaline manganese round and prismatic primary battery cells

3359120104 Zinc carbon round and prismatic primary battery cells

3359120107 Mercuric oxide round and prismatic primary battery cells

3359120111 Lithium round and prismatic primary battery cells

3359120114 All other round and prismatic battery cells

3359120201 Silver oxide button and coin primary battery cells

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