

# The 2023-2028 Outlook for Protective Footwear for US Zip Codes

<https://marketpublishers.com/r/2DD9CD4D3E6BEN.html>

Date: January 2023

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 2DD9CD4D3E6BEN

## Abstracts

This study covers the latent demand outlook for protective footwear 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 protective footwear. 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 protective footwear as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for protective footwear is 3162111. It is for this definition that aggregate latent demand estimates are derived. Protective footwear is specifically defined as follows:

3162111 Protective footwear

31621110 Protective footwear

31621111 Protective footwear

31621112 Plastics or fabric upper protective footwear

3162111000 Protective footwear

3162111100 Protective footwear

3162111111 Rubber upper protective boots, lumberman, and PACS

3162111121 Rubber (light and heavy) upper protective arctics and gaiters

3162111211 Plastics or fabric upper protective footwear, slush molded

3162111221 Plastics or fabric upper protective footwear, injection molded

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