

# The 2022-2027 Outlook for Surgical and Medical Instruments for US Zip Codes

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## Abstracts

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

The NAICS code for surgical and medical instruments is 3391120. It is for this definition that aggregate latent demand estimates are derived. Surgical and medical instruments is specifically defined as follows:

**3391120 SURGICAL AND MEDICAL INSTRUMENTS**

**33911201 Orthopedic and surgical instruments**

33911202 Medical and surgical diagnostic apparatus, excluding electromedical diagnostic apparatus

33911203 Medical and surgical syringes and hypodermic needles

33911204 Medical and surgical blood transfusion and IV equipment, including blood donor kits

33911205 Medical and surgical catheters

33911206 Other medical and surgical apparatus and instruments, excluding parts

33911207 Parts for medical and surgical apparatus and instruments

3391120101 Surgical instruments, including suture needles and ear, eye, nose, and throat instruments

3391120106 Orthopedic instruments, excluding ear, eye, nose, and throat instruments

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