

The 2022-2027 Outlook for Toilet Tissue for US Zip Codes

<https://marketpublishers.com/r/21DA71287BACEN.html>

Date: November 2021

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 21DA71287BACEN

Abstracts

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

The NAICS code for toilet tissue is 322121N3. It is for this definition that aggregate latent demand estimates are derived. Toilet tissue is specifically defined as follows:

322121N3 Toilet tissue

322121N331 Toilet tissue, retail packages, rolls and ovals, facial tissue type, two ply or more, made in paper mills

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