

# The 2022-2027 Outlook for Towels and Washcloths Made from Purchased Materials for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for towels and washcloths made from purchased materials 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 towels and washcloths made from purchased materials. 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 towels and washcloths made from purchased materials as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for towels and washcloths made from purchased materials is 31412951. It is for this definition that aggregate latent demand estimates are derived. Towels and washcloths made from purchased materials is specifically defined as follows:

31412951 Towels and washcloths, made from purchased materials

3141295100 Towels and washcloths, made from purchased materials

3141295113 Terry wash cloths

314129511A Terry kitchen towels (including other pile)

314129511B Terry bath size towels (including other pile)

314129511C Terry hand, face, guest, and fingertip towels (including other pile)

314129511D Terry bath tub mats (including other pile)

314129511E All other terry towels (including other pile)

3141295121 Huck, crash, and other flat woven towels

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