

The 2022-2027 Outlook for Upholstered Wood Household Furniture for US Zip Codes

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Abstracts

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

The NAICS code for upholstered wood household furniture is 3371211. It is for this definition that aggregate latent demand estimates are derived. Upholstered wood household furniture is specifically defined as follows:

3371211 Upholstered wood household furniture

3371211 Upholstered wood household davenports, sofas, loveseats, and settees (except custom sold directly to the customer at retail), excluding chairs sold as part of

suites and sectional sofa pieces

33712112 Upholstered wood household sectional sofa pieces (except custom sold directly to the customer at retail), including pieces seating one person, excluding stock line dual purpose sleep furniture

33712113 Upholstered wood household rocking chairs (except custom sold directly to the customer at retail), including swivel rockers

33712114 Upholstered wood household reclining chairs (except custom sold directly to the customer at retail)

33712115 Other upholstered wood household furniture, including custom upholstered wood household furniture sold directly to the customer at retail, excluding stock line dual purpose sleep furniture

337121112 Sofas, davenports, settees, and loveseats

337121132 Chairs, except reclining and rockers

337121141 Sectional sofa pieces

337121145 Rockers, including swivel

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