

# The 2022-2027 Outlook for Upholstered Wood Household Rocking Chairs and Swivel Rockers for US Zip Codes

<https://marketpublishers.com/r/2DCF09F0A258EN.html>

Date: November 2021

Pages: 537

Price: US\$ 595.00 (Single User License)

ID: 2DCF09F0A258EN

## Abstracts

This study covers the latent demand outlook for upholstered wood household rocking chairs and swivel rockers excluding custom pieces sold directly to the customer at retail 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 rocking chairs and swivel rockers excluding custom pieces sold directly to the customer at retail. 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 rocking chairs and swivel rockers excluding custom pieces sold directly to the customer at retail as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for upholstered wood household rocking chairs and swivel rockers excluding custom pieces sold directly to the customer at retail is 33712113. It is for this definition that aggregate latent demand estimates are derived. Upholstered wood household rocking chairs and swivel rockers excluding custom pieces sold directly to

the customer at retail is specifically defined as follows:

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

337121132 Chairs, except reclining and rockers

3371211311 Upholstered wood household rocking chairs (except custom sold directly to the customer at retail), including swivel rockers

33712113242 Chiefly cotton

33712113243 Chiefly rayon

33712113244 Chiefly olefin

33712113245 Other fibers and blends, including coated fabric and vinyl

## Contents

### 1 INTRODUCTION

#### 1.1 OVERVIEW

#### 1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

#### 1.3 THE METHODOLOGY

##### 1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION

##### 1.3.2 STEP 2. FILTERING AND SMOOTHING

##### 1.3.3 STEP 3. FILLING IN MISSING VALUES

##### 1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION

##### 1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION

##### 1.3.6 STEP 6. AGGREGATION AND BENCHMARKING

#### 1.4 FREQUENTLY ASKED QUESTIONS (FAQ)

##### 1.4.1 CATEGORY DEFINITION

##### 1.4.2 UNITS

##### 1.4.3 METHODOLOGY

### 2 SUMMARY OF FINDINGS

#### 2.1 LATENT DEMAND IN THE UNITED STATES

#### 2.2 LATENT DEMAND BY YEAR IN THE UNITED STATES

#### 2.3 TOP 100 CITIES IN THE UNITED STATES

### 3 FAR WEST

#### 3.1 EXECUTIVE SUMMARY

#### 3.2 LATENT DEMAND BY YEAR - ALASKA

#### 3.3 CITIES SORTED BY ZIPCODE - ALASKA

#### 3.4 LATENT DEMAND BY YEAR - CALIFORNIA

#### 3.5 CITIES SORTED BY ZIPCODE - CALIFORNIA

#### 3.6 LATENT DEMAND BY YEAR - HAWAII

#### 3.7 CITIES SORTED BY ZIPCODE - HAWAII

#### 3.8 LATENT DEMAND BY YEAR - NEVADA

#### 3.9 CITIES SORTED BY ZIPCODE - NEVADA

#### 3.10 LATENT DEMAND BY YEAR - OREGON

#### 3.11 CITIES SORTED BY ZIPCODE - OREGON

#### 3.12 LATENT DEMAND BY YEAR - WASHINGTON

#### 3.13 CITIES SORTED BY ZIPCODE - WASHINGTON

## **4 GREAT LAKES**

- 4.1 EXECUTIVE SUMMARY
- 4.2 LATENT DEMAND BY YEAR - ILLINOIS
- 4.3 CITIES SORTED BY ZIPCODE - ILLINOIS
- 4.4 LATENT DEMAND BY YEAR - INDIANA
- 4.5 CITIES SORTED BY ZIPCODE - INDIANA
- 4.6 LATENT DEMAND BY YEAR - MICHIGAN
- 4.7 CITIES SORTED BY ZIPCODE - MICHIGAN
- 4.8 LATENT DEMAND BY YEAR - OHIO
- 4.9 CITIES SORTED BY ZIPCODE - OHIO
- 4.10 LATENT DEMAND BY YEAR - WISCONSIN
- 4.11 CITIES SORTED BY ZIPCODE - WISCONSIN

## **5 MID-ATLANTIC**

- 5.1 EXECUTIVE SUMMARY
- 5.2 LATENT DEMAND BY YEAR - DELAWARE
- 5.3 CITIES SORTED BY ZIPCODE - DELAWARE
- 5.4 LATENT DEMAND BY YEAR - DISTRICT OF COLUMBIA
- 5.5 CITIES SORTED BY ZIPCODE - DISTRICT OF COLUMBIA
- 5.6 LATENT DEMAND BY YEAR - MARYLAND
- 5.7 CITIES SORTED BY ZIPCODE - MARYLAND
- 5.8 LATENT DEMAND BY YEAR - NEW JERSEY
- 5.9 CITIES SORTED BY ZIPCODE - NEW JERSEY
- 5.10 LATENT DEMAND BY YEAR - NEW YORK
- 5.11 CITIES SORTED BY ZIPCODE - NEW YORK
- 5.12 LATENT DEMAND BY YEAR - PENNSYLVANIA
- 5.13 CITIES SORTED BY ZIPCODE - PENNSYLVANIA

## **6 NEW ENGLAND**

- 6.1 EXECUTIVE SUMMARY
- 6.2 LATENT DEMAND BY YEAR - CONNECTICUT
- 6.3 CITIES SORTED BY ZIPCODE - CONNECTICUT
- 6.4 LATENT DEMAND BY YEAR - MAINE
- 6.5 CITIES SORTED BY ZIPCODE - MAINE
- 6.6 LATENT DEMAND BY YEAR - MASSACHUSETTS

- 6.7 CITIES SORTED BY ZIPCODE - MASSACHUSETTS
- 6.8 LATENT DEMAND BY YEAR - NEW HAMPSHIRE
- 6.9 CITIES SORTED BY ZIPCODE - NEW HAMPSHIRE
- 6.10 LATENT DEMAND BY YEAR - RHODE ISLAND
- 6.11 CITIES SORTED BY ZIPCODE - RHODE ISLAND
- 6.12 LATENT DEMAND BY YEAR - VERMONT
- 6.13 CITIES SORTED BY ZIPCODE - VERMONT

## **7 PLAINS**

- 7.1 EXECUTIVE SUMMARY
- 7.2 LATENT DEMAND BY YEAR - IOWA
- 7.3 CITIES SORTED BY ZIPCODE - IOWA
- 7.4 LATENT DEMAND BY YEAR - KANSAS
- 7.5 CITIES SORTED BY ZIPCODE - KANSAS
- 7.6 LATENT DEMAND BY YEAR - MINNESOTA
- 7.7 CITIES SORTED BY ZIPCODE - MINNESOTA
- 7.8 LATENT DEMAND BY YEAR - MISSOURI
- 7.9 CITIES SORTED BY ZIPCODE - MISSOURI
- 7.10 LATENT DEMAND BY YEAR - NEBRASKA
- 7.11 CITIES SORTED BY ZIPCODE - NEBRASKA
- 7.12 LATENT DEMAND BY YEAR - NORTH DAKOTA
- 7.13 CITIES SORTED BY ZIPCODE - NORTH DAKOTA
- 7.14 LATENT DEMAND BY YEAR - SOUTH DAKOTA
- 7.15 CITIES SORTED BY ZIPCODE - SOUTH DAKOTA

## **8 ROCKIES**

- 8.1 EXECUTIVE SUMMARY
- 8.2 LATENT DEMAND BY YEAR - COLORADO
- 8.3 CITIES SORTED BY ZIPCODE - COLORADO
- 8.4 LATENT DEMAND BY YEAR - IDAHO
- 8.5 CITIES SORTED BY ZIPCODE - IDAHO
- 8.6 LATENT DEMAND BY YEAR - MONTANA
- 8.7 CITIES SORTED BY ZIPCODE - MONTANA
- 8.8 LATENT DEMAND BY YEAR - UTAH
- 8.9 CITIES SORTED BY ZIPCODE - UTAH
- 8.10 LATENT DEMAND BY YEAR - WYOMING
- 8.11 CITIES SORTED BY ZIPCODE - WYOMING

## **9 SOUTHEAST**

9.1 EXECUTIVE SUMMARY

9.2 LATENT DEMAND BY YEAR - ALABAMA

9.3 CITIES SORTED BY ZIPCODE - ALABAMA

9.4 LATENT DEMAND BY YEAR - ARKANSAS

9.5 CITIES SORTED BY ZIPCODE - ARKANSAS

9.6 LATENT DEMAND BY YEAR - FLORIDA

9.7 CITIES SORTED BY ZIPCODE - FLORIDA

9.8 LATENT DEMAND BY YEAR - GEORGIA

9.9 CITIES SORTED BY ZIPCODE - GEORGIA

9.10 LATENT DEMAND BY YEAR - KENTUCKY

9.11 CITIES SORTED BY ZIPCODE - KENTUCKY

9.12 LATENT DEMAND BY YEAR - LOUISIANA

9.13 CITIES SORTED BY ZIPCODE - LOUISIANA

9.14 LATENT DEMAND BY YEAR - MISSISSIPPI

9.15 CITIES SORTED BY ZIPCODE - MISSISSIPPI

9.16 LATENT DEMAND BY YEAR - NORTH CAROLINA

9.17 CITIES SORTED BY ZIPCODE - NORTH CAROLINA

9.18 LATENT DEMAND BY YEAR - SOUTH CAROLINA

9.19 CITIES SORTED BY ZIPCODE - SOUTH CAROLINA

9.20 LATENT DEMAND BY YEAR - TENNESSEE

9.21 CITIES SORTED BY ZIPCODE - TENNESSEE

9.22 LATENT DEMAND BY YEAR - VIRGINIA

9.23 CITIES SORTED BY ZIPCODE - VIRGINIA

9.24 LATENT DEMAND BY YEAR - WEST VIRGINIA

9.25 CITIES SORTED BY ZIPCODE - WEST VIRGINIA

## **10 SOUTHWEST**

10.1 EXECUTIVE SUMMARY

10.2 LATENT DEMAND BY YEAR - ARIZONA

10.3 CITIES SORTED BY ZIPCODE - ARIZONA

10.4 LATENT DEMAND BY YEAR - NEW MEXICO

10.5 CITIES SORTED BY ZIPCODE - NEW MEXICO

10.6 LATENT DEMAND BY YEAR - OKLAHOMA

10.7 CITIES SORTED BY ZIPCODE - OKLAHOMA

10.8 LATENT DEMAND BY YEAR - TEXAS

10.9 CITIES SORTED BY ZIPCODE - TEXAS

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