

The 2022-2027 Outlook for Venetian Blinds for US Zip Codes

<https://marketpublishers.com/r/2533450EC849EN.html>

Date: November 2021

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 2533450EC849EN

Abstracts

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

The NAICS code for Venetian blinds is 3379204. It is for this definition that aggregate latent demand estimates are derived. Venetian blinds is specifically defined as follows:

3379204 Venetian blinds

33792041 Complete aluminum slat Venetian blinds, including horizontal and vertical

33792042 Other complete Venetian blinds, including horizontal and vertical and Venetian blinds made of plastics, steel, and wood

33792043 Venetian blind components and parts

3379204111 Complete aluminum slat Venetian blinds, including horizontal and vertical

3379204211 Other complete Venetian blinds, including horizontal and vertical and
Venetian blinds made of plastics, steel, and wood

3379204311 Venetian blind components and parts

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