

The 2022-2027 Outlook for Vestments and Costumes for US Zip Codes

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Abstracts

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

The NAICS code for vestments and costumes is 3152995. It is for this definition that aggregate latent demand estimates are derived. Vestments and costumes is specifically defined as follows:

3152995 Apparel, NEC

31529951 Vestments and costumes

3152995110 Costumes, including theatrical and dancewear

3152995111 Burial garments

3152995120 Academic caps and gowns; judicial, burial, choir, fraternal, and ecclesiastical vestments

3152995121 Academic caps and gowns, and costumes (including theatrical)

3152995131 Ecclesiastical vestments, special garments for fraternal orders, except tailored clothing and military~type uniforms

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