

The 2022-2027 Outlook for Vinyl-Coated Fabrics for US Zip Codes

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Abstracts

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

The NAICS code for vinyl-coated fabrics is 3133201. It is for this definition that aggregate latent demand estimates are derived. Vinyl-coated fabrics is specifically defined as follows:

3133201 Vinyl coated fabrics, including expanded vinyl coated

31332011 Vinyl coated fabrics, including expanded vinyl coated, lightweight fabrics, 10 oz or less per sq yd finished weight

31332012 Vinyl coated fabrics, including expanded vinyl coated, mediumweight fabrics, more than 10 oz up to 16 oz per sq yd finished weight

31332013 Vinyl coated fabrics, including expanded vinyl coated, heavyweight fabrics, more than 16 oz per sq yd finished weight

3133201111 Vinyl coated fabrics, including expanded vinyl coated, lightweight fabrics, 10 oz or less per sq yd finished weight, woven fabrics base

3133201121 Vinyl coated fabrics, including expanded vinyl coated, lightweight fabrics, 10 oz or less per sq yd finished weight, knit fabrics base

3133201131 Vinyl coated fabrics, including expanded vinyl coated, lightweight fabrics, 10 oz or less per sq yd finished weight, nonwoven base

3133201241 Vinyl coated fabrics, including expanded vinyl coated, mediumweight fabrics, more than 10 oz up to 16 oz per sq yd finished weight, woven fabrics base

3133201251 Vinyl coated fabrics, including expanded vinyl coated, mediumweight fabrics, more than 10 oz up to 16 oz per sq yd finished weight, knit fabrics base

3133201261 Vinyl coated fabrics, including expanded vinyl coated, mediumweight fabrics, more than 10 oz up to 16 oz per sq yd finished weight, nonwoven base

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