

The 2022-2027 Outlook for Vitreous China, Fine Earthenware, and Other Pottery Products for US Zip Codes

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Abstracts

This study covers the latent demand outlook for vitreous china, fine earthenware, and other pottery products 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 vitreous china, fine earthenware, and other pottery products. 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 vitreous china, fine earthenware, and other pottery products as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for vitreous china, fine earthenware, and other pottery products is 3271125. It is for this definition that aggregate latent demand estimates are derived. Vitreous china, fine earthenware, and other pottery products is specifically defined as follows:

3271125 Vitreous china, fine earthenware, and other pottery products

32711251 All other pottery products (including china decorated for the trade)

3271125111 China and porcelain art, decorative, and novelty potteryware (including vases, lamp bases, figures, plaques, book ends, garden pottery, and ashtrays)

3271125121 Earthenware and stoneware art, decorative, and novelty potteryware (including vases, lamp bases, figures, plaques, book ends, garden pottery, and ashtrays)

3271125131 Stoneware table and kitchen articles, household and commercial (for serving, cooking, preparing, and storing food and drink)

3271125137 Clay statuary and art goods

3271125141 Chemical, technical, and industrial pottery ware (including chemical stoneware and porcelain, pyrometric tubes, etc.)

3271125151 Red unglazed earthenware (flowerpots, etc.)

3271125161 All other pottery products (including pyrometric cones, veritas rings, etc.)

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