

# The 2022-2027 Outlook for Vitreous China, Vitreous Porcelain, and Semi-Vitreous Earthenware Table and Kitchenware for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for vitreous china, vitreous porcelain, and semi-vitreous earthenware table and kitchenware 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, vitreous porcelain, and semi-vitreous earthenware table and kitchenware. 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, vitreous porcelain, and semi-vitreous earthenware table and kitchenware as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for vitreous china, vitreous porcelain, and semi-vitreous earthenware table and kitchenware is 3271121. It is for this definition that aggregate latent demand estimates are derived. Vitreous china, vitreous porcelain, and semi-vitreous earthenware table and kitchenware is specifically defined as follows:

3271121 VITREOUS CHINA, PORCELAIN, AND EARTHENWARE  
(SEMIVITREOUS) TABLE AND KITCHENWARE (INCLUDING HOUSEHOLD, HOTEL,  
OR COMMERCIAL USES) (INCLUDING BONE AND FELDSPAR)

32711211 Vitreous china, porcelain, and earthenware (semivitreous) table and  
kitchenware (including household, hotel, or commercial uses) (including bone and  
feldspar)

3271121100 Vitreous china, porcelain, and earthenware (semivitreous) table and  
kitchenware (including household, hotel, or commercial uses) (including bone and  
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