

# The 2022-2027 Outlook for Vitreous Plumbing Fixtures for US Zip Codes

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## Abstracts

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

The NAICS code for vitreous plumbing fixtures is 3271110. It is for this definition that aggregate latent demand estimates are derived. Vitreous plumbing fixtures is specifically defined as follows:

3271110 VITREOUS PLUMBING FIXTURES

32711101 Vitreous plumbing fixtures

32711102 Vitreous plumbing fixture accessories and fittings, including earthenware

3271110110 China plumbing fixtures

3271110112 Vitreous china lavatories

3271110113 Water closet bowls, 1.6 g.p.f., excluding flush tank unless integral, 17 inches from floor to rim of bowl, close coupled for use with flush tank

3271110120 Water closet bowls, 1.6 g.p.f., excluding flush tank unless integral, less than 17 inches from floor to rim of bowl, close coupled for use with flush tank, gravity and pressurized

3271110122 Water closet bowls, 1.6 g.p.f., excluding flush tank unless integral, less than 17 inches from floor to rim of bowl, close coupled for use with flush tank, all other (including flushometer valve)

3271110131 Vitreous china flush tanks

3271110151 All other china plumbing fixtures (including drinking fountains, urinals, sinks, etc.)

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