

The 2022-2027 Outlook for Warm-Air Furnaces and Electric Comfort Heating Equipment for US Zip Codes

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Abstracts

This study covers the latent demand outlook for warm-air furnaces and electric comfort heating equipment 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 warm-air furnaces and electric comfort heating equipment. 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 warm-air furnaces and electric comfort heating equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for warm-air furnaces and electric comfort heating equipment is 333415C. It is for this definition that aggregate latent demand estimates are derived. Warm-air furnaces and electric comfort heating equipment is specifically defined as follows:

333415C Warm air furnaces incl. duct furn. & dehumidifiers, & elec. comfort heating eq

333415C0 Warm air furnaces, including duct furnaces and humidifiers, and electric

comfort heating equipment

333415C1 Warm air furnaces, including duct furnaces and humidifiers, and electric comfort heating

333415C000 Warm air furnaces, including duct furnaces and humidifiers, and electric comfort heating equipment

333415C001 Nonelectric warm air furnaces and humidifiers, oil forced air, 150,000 Btu bonnet output and under

333415C005 Nonelectric warm air furnaces and humidifiers, oil forced air, 150,001 Btu bonnet output and under

333415C007 Nonelectric warm air furnaces and humidifiers, gas forced air, 150,000 Btu bonnet output and under

333415C009 Nonelectric warm air furnaces and humidifiers, gas forced air, 150,001 ~ 400,000 Btu bonnet output

333415C011 Nonelectric warm air furnaces and humidifiers, gas forced air, over 400,000 Btu bonnet output

333415C079 All other nonelectric warm air furnaces

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