

# The 2023-2028 Outlook for Water Supply and Irrigation Systems for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for water supply and irrigation systems 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 water supply and irrigation systems. 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 water supply and irrigation systems as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for water supply and irrigation systems is 22131. It is for this definition that aggregate latent demand estimates are derived. Water supply and irrigation systems is specifically defined as follows:

22131 See industry description for 221310.

221310 This industry comprises establishments primarily engaged in operating water treatment plants and/or operating water supply systems. The water supply system may

include pumping stations, aqueducts, and/or distribution mains. The water may be used for drinking, irrigation, or other uses.

2213101 Establishments primarily engaged in distributing water for sale for domestic, commercial, and industrial use.

2213102 Establishments primarily engaged in operating water supply systems for the purpose of irrigation.

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