

The 2023-2028 Outlook for Tufted Carpets and Rugs in the United States

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Abstracts

This study covers the latent demand outlook for tufted carpets and rugs across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city 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 city, latent demand estimates are created for tufted carpets and rugs. 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 tufted carpets and rugs as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for tufted carpets and rugs is 3141103. It is for this definition that aggregate latent demand estimates are derived. Tufted carpets and rugs is specifically defined as follows:

3141103 Other carpet and rugs

31411031 Carpet and rugs tufted only or tufted and finished in same plant

31411032 Carpet and rugs, finishing only

3141103110 Carpet and rugs tufted only or tufted and finished in same plant

3141103112 Tufted washable scatter rugs, bathmats, and sets (rugs 6 ft by 9 ft and smaller)

3141103114 Tufted hard backed nonwashable accent/area rugs (6 ft by 9 ft and smaller)

3141103116 Tufted room size rugs (larger than 6 ft by 9 ft)

3141103118 Tufted roll goods, including modular carpeting (6 ft and larger), except automobile and aircraft

314110311A Tufted artificial grass for nonathletic surfaces

314110311C Tufted automobiles and aircraft carpets and rugs

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