

FAQs: Industries' Forecasts (Revenues & Metrics) Dataset



Macro Data for 500 Industries:
Market Sizing + Key Metrics, 8-year
Forecasts + 8-year Histories

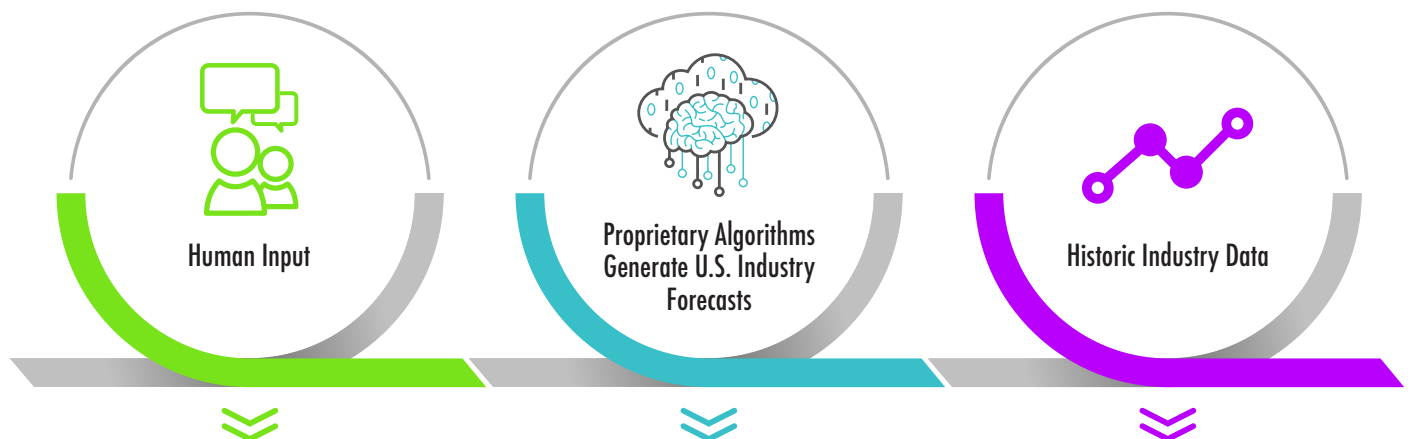
Our dataset solves a challenging problem: Other industry-specific data sources, such as government agencies, have immense data delays—with their data not published until 2 to 6 years after year-end. **In contrast: our system not only creates an estimate for the current and recent years, but also forecasts 8 years forward, and it is updated on a quarterly basis.** We initially developed this forecasting system to solve our own internal needs and are now making it available to select investment industry clients. **Importantly: Our forecasts utilize a combination of human analysts' input plus algorithmic analysis of long-term patterns in order to increase accuracy and timeliness.**

Our layout enables you to utilize the data **mapped to industries** by NAIC, and **mapped to specific companies** by ticker and PERMID. And, **back-testing** files are available. (Our back-testing results are excellent.) **The dataset is reasonably priced and will pay for itself many times over in terms of the time and effort your team will save.**

- **TOTAL MARKET SIZING** (revenues, industry-specific) Estimates
 - Current year
 - Historical, 8 Years
 - Forecast, 7 Future Years
 - CAGR (compound annual growth rate)
- **EMPLOYEE COUNT** (industry-specific) — current, historical, and future years forecast
- **ESTABLISHMENTS COUNT** (industry-specific)
- **AVERAGE REVENUES PER EMPLOYEE** (industry-specific) — current, historical, and future years forecast

DATA POINTS
PROVIDED
FOR EACH
U.S. INDUSTRY
SECTOR

PLUNKETT'S INDUSTRIES DATASET: INDUSTRIES FORECASTS, HISTORY AND INSIGHTS



- Input from our internal team and our decades of experience.
- Our solution is unique.

- Plunkett's algorithms drive estimates for the current year.
- Our platform creates market size and other metrics forecasts for 7 years forward.

- We gather, normalize and analyze a long chain of historical industry results.
- Then we estimate the most recent years' results. We fill a key gap in the data marketplace.

METHODOLOGY:

Plunkett Research uses a hybrid model, being both technology-driven and, importantly, human analysis-driven. We continuously maintain and enhance several proprietary Plunkett industry databases and models. Our forecasts and estimates are generated by our own analysts and algorithms.

- For historic data, we begin with government agency sources. We normalize their data and use it for historic context.
- However, government agency resources have a built-in problem: they typically run from several months to five or six years behind in their reporting and publication process.
- Consequently, one of our key roles at Plunkett Research is to estimate data for the most recent periods, and then forecast that data forward for future years.
- Our Industry Analytics dataset fills a key gap in the data marketplace, because we rationalize historic data and provide reasonable estimates and forecasts for both current and future years. **Our solution is unique.**

KEY USES:

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| • Support of investment theme back-testing and forecasting | • Benchmarking the growth history of specific companies to their overall industry norm |
| • Estimating potential growth for a sector or company for several years forward | • Understanding sector-wide drivers of potential growth for individual companies and technologies |
| • AI-based analysis of key industry sectors | • Gaining insights into human capital utilization and productivity for specific sectors |

VITAL USES FOR PLUNKETT'S INDUSTRIES DATASET



Plunkett Research, Ltd., based in Houston, Texas, is a global provider of business information, market research and industry data. Plunkett Research products and services save time and effort when you need industry statistics and forecasts, industry trends analysis and benchmarks. Plunkett has been providing award-winning research and actionable data to investors, government, academia and corporate strategists since 1985. We also accept custom research assignments from some of the world's top companies.

Plunkett's Industry Dataset is Provided for 500+ Industry Categories

Data is provided for multiple industry sectors under each category, including market size forecasting, employment base and other vital metrics. For example, dozens of sectors are covered under the Health Care category, such as dialysis, clinics, general hospitals, specialty hospitals, imaging, home health care, dentists offices, assisted living facilities, etc. *Note: Categories, NAIC codes and sectors covered may vary slightly from time-to-time.*

NAIC	INDUSTRY CATEGORY EXAMPLES	NAIC	INDUSTRY CATEGORY EXAMPLES	NAIC	INDUSTRY CATEGORY EXAMPLES
110000	Agriculture, Crops, Fruit and Vegetable Growing (Farming); Animals (Livestock) Operations and Feedlots; Fishing; and Timber Lands	334000	Computer and Electronic Product Manufacturing (Broad-Based)	517000	Telecommunications (Telephone, Land Line, Wireless, Satellite, Cable and Internet Service Providers) (Broad-Based)
111000	Agriculture, Crops, Fruit and Vegetable Growing (Farming)	335000	Electrical Equipment, Lighting, Wire, Cable, Battery, Appliance and Component Manufacturing	519000	News Syndicates, Libraries, Internet Publishing and Broadcasting (Broad-Based)
112000	Animal Production and Aquaculture (Broad-Based)	336000	Transportation Equipment Manufacturing, Including Automobiles (Cars), Automobile Components, Trucks and Aircraft (Broad-Based)	520000	Finance & Insurance (Broad-Based)
113000	Logging, Timber Land and Other Forestry Operations and Products	337000	Home (Residential) and Office (Commercial) Furniture, Mattresses (Bedding) and Kitchen Cabinets & Countertops Manufacturing	521000	Monetary Authorities-Central Bank
114000	Fishing, Hunting and Trapping	339000	Miscellaneous Manufacturing	522000	Banks, Lending, Financing, Mortgages, Credit Cards and Transaction Processing (Credit Intermediation)
115000	Support Activities for Agriculture and Forestry	420000	Distributors (Wholesale Distribution) of Durable and Nondurable Goods (Broad-Based)	523000	General Financial and Investment Industry Activities, including Securities, Exchanges, Asset Management and Investment Banking
210000	Mining, Including Oil & Gas Exploration (Broad-Based)	423000	Distributors (Wholesale Distribution) of Durable Goods (Broad-Based)	524000	Insurance Underwriters, Insurance Carriers, Agencies, Brokers and Related Activities
211000	Oil and Gas (Petroleum) Exploration & Production	424000	Distributors of Nondurable Goods, Including Food, Chemicals, Apparel and Petroleum (Oil) Wholesale Distribution (Broad-Based)	525000	Funds, Trusts and Other Financial Vehicles
212000	Mining of Ores, Metals, Uranium and Materials, Except Oil and Gas	425000	Wholesale Electronic (Online) Distributors, Markets and Agents and Brokers	530000	Real Estate and Rental and Leasing (Broad-Based)
213000	Services and Support for Oil and Gas Wells and Mining Operations	440000	Retail Stores, Retailing, Retail Trade, Chain Stores	531000	Real Estate, Including Investment, Management and Operations of Properties and REITs (Broad-Based)
220000	Electric, Gas and Water Utilities (Broad-Based)	441000	Automobile (Car), Light Truck, RV and Boat Dealers and Parts Stores (Broad-Based)	532000	Rental and Leasing Services, Including Aircraft, Automobiles (Cars), Consumer Goods and Machinery (Broad-Based)
230000	Construction (Broad-Based)	442000	Furniture, Home Furnishings, Mattress and Housewares Stores	533000	Intellectual Property, Patent, Trademark & Brand Licensing and Franchise Rights Leasing
236000	Construction (Building), Including the Construction of Residential Homes and Apartments, Commercial Buildings and Industrial Buildings	443000	Electronics and Appliance Stores	540000	Professional, Scientific and Technical Services (Broad-Based)
237000	Heavy Construction, Including Civil Engineering-Construction, Major Construction Projects, Land Subdivision, Infrastructure, Utilities, Highways and Bridges	444000	Building Material and Garden Equipment and Supplies Stores	550000	Management of Companies (Holding Companies)
238000	Contractors and Subcontractors, in Plumbing, Electric, Heating, Air Conditioning and Other Specialty Building Contracts (Broad-Based)	445000	Supermarkets, Grocery Stores, Food Stores and Convenience Stores	551000	Management of Companies and Enterprises
310000	Manufacturing	446000	Drug Stores and Pharmacies (Pharmacy), plus Nutrition, Beauty and Health Products Stores	560000	Business Administration, Support and Facilities Services, Including Services in Employment, Temporary Help, Security, Waste, Travel and Credit Bureaus (Broad-Based)
311000	Food Manufacturing, Processing and Packaging, Diversified	447000	Convenience Stores and Truck Stops with Gasoline and Diesel	561000	Business Administration, Support and Facilities Services, Including Services in Employment, Temporary Help, Security, Travel and Credit Bureaus
312000	Beverages, Including Soft Drinks & Alcoholic Beverages (Beer, Wine, Liquor) and Tobacco Products Manufacturing	448000	Clothing, Apparel and Accessories Stores	562000	Waste Collection, Recycling, Treatment and Remediation Services
313000	Textile Mills, Fabric and Fiber Manufacturing, including Performance and Synthetic Wovens and Non-Wovens	451000	Sporting Goods, Hobby, Book and Music Stores (Broad-Based)	610000	Education, including Elementary Schools, High Schools, Colleges, Universities, Trade Schools and Business, Employee Training & Professional Schools
314000	Non-Apparel Textiles (including Sheets, Towels, Rugs, Carpets, Rope and Twine) Mills and Manufacturing	452000	General Merchandise and Variety Stores, Dollar Stores, Departments Stores and Warehouse Clubs (Broad-Based)	620000	Health Care and Social Assistance
315000	Apparel and Clothing Manufacturing	453000	Specialty Stores, including Office Supplies, Pets, Art, Gift and Novelty Stores	621000	Ambulatory Health Care Services
316000	Luggage and Leather Product Manufacturing	454000	Non-Store Retailing, including Mail Order, Party and in-Home Consultant Sales, TV Shopping, Catalogs, Vending and B2C Ecommerce	622000	Hospitals
321000	Lumber, Wood Products, Plywood, Engineered Trusses and Manufactured (Mobile) Homes and Buildings (Broad-Based)	480000	Transportation, Shipping and Warehousing (Broad-Based)	623000	Nursing and Residential Care Facilities, including Skilled Nursing Facilities, Assisted Living Facilities and Continuing Care Retirement Communities
322000	Paper Mills and Paper Product (Newsprint, Stationery, Paperboard Boxes, Packaging, Bags and Sanitary) Manufacturing	481000	Airlines and Air Freight (Scheduled and Chartered Air Transportation)	624000	Social Assistance
323000	Printing and Printing Support (Binding, Stamping, Typesetting & Post-Press) Activities	482000	Railroads and Rail Freight	710000	Arts, Entertainment and Recreation (Broad-Based)
324000	Petroleum (Oil) and Coal Products Manufacturing	483000	Ocean and Waterway Shipping of Freight and Passengers (including Cruise Lines)	711000	Performing Arts, Spectator Sports and Other Live Entertainment (Broad-Based)
325000	Chemicals Manufacturing, Including Basic, Specialty, Petrochemicals, Pharmaceuticals, Soaps and Paints (Broad-Based)	484000	Trucking and Freight, Including Local, Long Distance, Full Truckload (FTL) and Less Than Truckload (LTL)	713000	Amusement & Theme Parks, Recreation & Amateur Sports Facilities (incl. Tennis Centers, Golf Courses, Ski Resorts) and Gambling Establishments (but not Casino Hotels or Race Tracks)
326000	Plastics (Including Packaging Materials, Pipe, Laminated or Unlaminated Film, Foam and Bottles) and Rubber (Including Tires, Hoses and Belting) Product Manufacturing (Broad-Based)	485000	Mass Transit, Bus, Taxi and Limousine Services	720000	Hospitality, Restaurants, Hotels, Bars and Food Service
327000	Glass, Cement & Concrete, Lime & Gypsum (Wallboard or Sheetrock), Aggregates and Ceramic Tile (Plumbing Fixtures) Manufacturing	486000	Pipelines for Oil, Gas and Petroleum Products	721000	Hotels, Motels, Inns, Resorts and Lodging
331000	Primary Metals Including Mills and Manufacturing in Iron, Steel and Aluminum	487000	Scenic and Sightseeing Transportation and Tours	722000	Restaurants (Full-Service & Fast Food) and Bars
332000	Metal Fabrication and Machining (Including Forgings, Machine Shops, Boiler and Heat Exchanger Manufacturing)	488000	Transportation Support Services	810000	Repairs and Maintenance (Broad-Based), Personal Services (Broad-Based), Religious and Civic Organizations (Broad-Based)
333000	Machinery and Engines Manufacturing, Including Construction, Agricultural, Mining, Industrial, Commercial and HVAC (Broad-Based)	492000	Couriers, Messengers, Gig Economy and Overnight and Express Delivery	811000	Repairs and Maintenance (Broad-Based)
		493000	Warehousing, Logistics, Distribution and 3PL	812000	Personal Care (Consumer Services, Nail, Beauty and Hair Salons and Spas), Laundry, Dry Cleaning and Funeral
		510000	Information (Broad-Based)		
		511000	Publishing, as a Broad Sector Including Books, Magazines, Financial Data and Newspapers		
		512000	Motion Picture (Movie and Film) and Music (Sound) Production, Distribution, Exhibition (Theaters) & Publishing (Broad-Based)		
		515000	Radio and Television (TV) Broadcasting and Cable TV Programming		

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