

The 2025-2030 World Outlook for Tortilla Chips

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Abstracts

This study covers the world outlook for tortilla chips across more than 190 countries. For each year reported, estimates are given for the latent demand, or potential industry earnings (P.I.E.), for the country in question (in millions of U.S. dollars), the percent share the country is of the region, and of the globe. These comparative benchmarks allow the reader to quickly gauge a country vis-à-vis others. Using econometric models which project fundamental economic dynamics within each country and across countries, latent demand estimates are created. 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 tortilla chips as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for tortilla chips is 31191941. It is for this definition that aggregate latent demand estimates are derived. Tortilla chips is specifically defined as follows:

31191941 Tortilla chips

3119194111 Tortilla chips

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