

The 2022-2027 Outlook for Baking Powder and Yeast for US Zip Codes

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Abstracts

This study covers the latent demand outlook for baking powder and yeast 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 baking powder and yeast. 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 baking powder and yeast as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for baking powder and yeast is 3119997. It is for this definition that aggregate latent demand estimates are derived. Baking powder and yeast is specifically defined as follows:

3119997 Baking powder and yeast

31199971 Baking powder and yeast

3119997111 Baking powder

3119997121 Compressed yeast

3119997131 Active dry yeast

3119997141 Other yeast products (brewers', primary grown yeast, including torule, extracts, and other yeast products)

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