

The 2022-2027 Outlook for Bottled Beer and Ale Case Goods for US Zip Codes

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Abstracts

This study covers the latent demand outlook for bottled beer and ale case goods 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 bottled beer and ale case goods. 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 bottled beer and ale case goods as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for bottled beer and ale case goods is 3121204. It is for this definition that aggregate latent demand estimates are derived. Bottled beer and ale case goods is specifically defined as follows:

3121204 All other malt beverages and brewing products

31212041 Bottled beer and ale case goods in returnable bottles

31212042 Bottled beer case goods in nonreturnable bottles

3121204111 Bottled beer case goods in returnable bottles less than 12 oz

3121204121 Bottled beer case goods in returnable 12 oz bottles

3121204131 Bottled beer case goods in returnable 32 oz bottles

3121204141 Bottled beer case goods in all other returnable bottle sizes

3121204251 Bottled beer case goods in nonreturnable bottles less than 12 oz

3121204261 Bottled beer case goods in nonreturnable 12 oz bottles

3121204271 Bottled beer case goods in nonreturnable 32 oz bottles

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