

The 2022-2027 Outlook for Bottled Liquor Excluding Brandy for US Zip Codes

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Abstracts

This study covers the latent demand outlook for bottled liquor excluding brandy 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 liquor excluding brandy. 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 liquor excluding brandy as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for bottled liquor excluding brandy is 3121404. It is for this definition that aggregate latent demand estimates are derived. Bottled liquor excluding brandy is specifically defined as follows:

3121404 BOTTLED LIQUOR, EXCEPT BRANDY

31214041 Bottled unprocessed whiskey

31214042 Bottled blends of whiskey without neutral spirits

31214043 Bottled blends of whiskey with neutral spirits

31214044 Other bottled whiskey

31214045 Bottled gin

31214046 Bottled cordials, liqueurs

31214047 Bottled cocktails and similar compounds

31214048 Bottled vodka

31214049 All other bottled liquor except brandy

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