

# The 2022-2027 Outlook for Bottled and Canned Carbonated Soft Drinks for US Zip Codes

<https://marketpublishers.com/r/23CB7C2B39FBEN.html>

Date: November 2021

Pages: 526

Price: US\$ 595.00 (Single User License)

ID: 23CB7C2B39FBEN

## Abstracts

This study covers the latent demand outlook for bottled and canned carbonated soft drinks 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 and canned carbonated soft drinks. 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 and canned carbonated soft drinks as defined by the North American Industrial Classification system or NAICS (pronounced "nakes"). The NAICS code for bottled and canned carbonated soft drinks is 3121112. It is for this definition of bottled and canned carbonated soft drinks that the aggregate latent demand estimates are derived.

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