

The 2022-2027 Outlook for Bread and Frozen Bread for US Zip Codes

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Abstracts

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

The NAICS code for bread and frozen bread is 3118121. It is for this definition that aggregate latent demand estimates are derived. Bread and frozen bread is specifically defined as follows:

3118121 Bread

31181211 White pan bread

31181212 White hearth bread (including French, Italian, etc.)

31181213 Whole wheat, cracked wheat, multigrain, and other dark wheat breads

31181214 Other variety breads (rye, unleavened, muffins, bagels, and croissants)

3118121111 White pan bread, except frozen

3118121121 Frozen white pan bread

3118121231 White hearth bread, except frozen (including French, Italian, etc.)

3118121241 Frozen white hearth bread (including French, Italian, etc.)

3118121351 Whole wheat, cracked wheat, multigrain, and other dark wheat breads, except frozen

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