

# The 2022-2027 Outlook for Bread Rolls, Muffins, Bagels, and Croissants for US Zip Codes

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## Abstracts

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

The NAICS code for bread rolls, muffins, bagels, and croissants is 3118125. It is for this definition that aggregate latent demand estimates are derived. Bread rolls, muffins, bagels, and croissants is specifically defined as follows:

3118125 ROLLS (BREAD TYPE), MUFFINS, BAGELS, AND CROISSANTS

31181251 Hamburger and wiener rolls

31181252 All other rolls (bread type), including muffins, bagels, and croissants

3118125111 Hamburger and wiener rolls, except frozen

3118125121 Frozen hamburger and wiener rolls

3118125231 Brown and serve rolls, except frozen

3118125241 Frozen brown and serve rolls

3118125251 English muffins, except frozen

3118125261 Frozen English muffins

3118125271 Hearth rolls, except frozen

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