

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

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Abstracts

This study covers the latent demand outlook for 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 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 canned carbonated soft drinks as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for canned carbonated soft drinks is 3121114. It is for this definition that aggregate latent demand estimates are derived. Canned carbonated soft drinks is specifically defined as follows:

3121114 Canned carbonated soft drinks

31211141 Canned carbonated soft drinks

3121114100 Canned carbonated soft drinks (value of quantity detail)

3121114111 Regular canned carbonated soft drinks containing some real juice

3121114121 Regular canned carbonated soft drinks containing kola extract, except those with some real juice

3121114131 Regular canned carbonated soft drinks containing lemon, lime, and lemon lime combinations, except those with some real juice

3121114141 Carbonated waters, sparkling waters, and club soda, except those with some real juice, canned

3121114151 Other regular canned carbonated soft drink flavors

3121114161 Diet canned carbonated soft drinks containing some real juice

3121114171 Diet canned carbonated soft drinks containing kola extracts, except those with some real juice

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