

# The 2022-2027 Outlook for Canned Vegetables Excluding Hominy and Mushrooms for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for canned vegetables excluding hominy and mushrooms 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 vegetables excluding hominy and mushrooms. 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 vegetables excluding hominy and mushrooms as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for canned vegetables excluding hominy and mushrooms is 3114214. It is for this definition that aggregate latent demand estimates are derived. Canned vegetables excluding hominy and mushrooms is specifically defined as follows:

3114214 Canned vegetables, except hominy and mushrooms

31142141 Canned vegetables, except hominy and mushrooms

3114214111 Canned green lima beans

3114214121 Canned green and wax beans (including blue lake)

3114214131 Canned carrots

3114214141 Canned vegetable combinations (mixed vegetables, succotash, carrots and peas, vegetable salad, etc.)

3114214151 Canned green peas

3114214161 Other canned peas (black eyed, crowder, purple hull, field, etc.)

3114214171 Canned pumpkin and squash, including pie mix

3114214181 Canned spinach

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