

# The 2022-2027 Outlook for Catsup and Other Canned Tomato Sauces and Pastes for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for catsup and other canned tomato sauces and pastes 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 catsup and other canned tomato sauces and pastes. 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 catsup and other canned tomato sauces and pastes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for catsup and other canned tomato sauces and pastes is 311421D. It is for this definition that aggregate latent demand estimates are derived. Catsup and other canned tomato sauces and pastes is specifically defined as follows:

311421D Catsup and other canned tomato sauces, pastes, etc.

311421D1 Canned spaghetti, pizza, and marinara sauces, with or without other added ingredients, except salsa, including those with less than 20 percent meat

311421D2 Canned tomato, catsup, chili, and barbecue sauces, tomato paste, and tomato pulp and puree

311421D3 Canned salsa

311421D111 Canned spaghetti, pizza, and marinara sauces, with or without other added ingredients, except salsa, including those with less than 20 percent meat

311421D221 Canned tomato sauce, except pulp, puree, and paste, 7.1 oz to 10 oz (8 oz tall, etc.)

311421D231 Canned tomato sauce, except pulp, puree, and paste, other sizes

311421D241 Canned catsup, 14 oz to 32 oz

311421D251 Canned catsup, all other sizes (including individual serving sizes)

311421D261 Canned chili sauce

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