

The 2022-2027 Outlook for Chewing and Smoking Tobacco for US Zip Codes

<https://marketpublishers.com/r/232C0230D83DEN.html>

Date: November 2021

Pages: 513

Price: US\$ 595.00 (Single User License)

ID: 232C0230D83DEN

Abstracts

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

The NAICS code for chewing and smoking tobacco is 3122294. It is for this definition that aggregate latent demand estimates are derived. Chewing and smoking tobacco is specifically defined as follows:

3122294 Chewing and smoking tobacco

31222941 Smoking tobacco

31222942 Looseleaf chewing tobacco, snuff, and all chewing tobacco

3122294111 Other chewing & smoking tobacco, incl fine cut, twist & plug

3122294121 Looseleaf chewing tobacco

3122294131 Dry and moist snuff

3122294221 Looseleaf chewing tobacco

3122294231 Snuff, dry and moist

3122294241 All other chewing tobacco, including fine cut chewing, twist chewing, plug chewing, etc.

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