

The 2022-2027 Outlook for Chocolate Confectionery Products Made from Purchased Chocolate Manufactured and Sold at Retail for US Zip Codes

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Abstracts

This study covers the latent demand outlook for chocolate and chocolate-type confectionery products made from purchased chocolate and retailed at manufacturing establishment 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 chocolate and chocolate-type confectionery products made from purchased chocolate and retailed at manufacturing establishment. 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 chocolate and chocolate-type confectionery products made from purchased chocolate and retailed at manufacturing establishment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for chocolate and chocolate-type confectionery products made from purchased chocolate and retailed at manufacturing establishment is 3113302. It is for this definition that aggregate latent demand estimates are derived. Chocolate and chocolate-type confectionery products made from purchased chocolate and retailed at

manufacturing establishment is specifically defined as follows:

3113302 CHOCOLATE AND CHOCOLATE TYPE CONFECTIONERY PRODUCTS,
MADE FROM PURCHASED CHOCOLATE (RETAILED AT MANUFACTURING
ESTABLISHMENT)

31133020 Chocolate and chocolate~type confectionery products made from purchased
chocolate manufactured and sold at retail

31133021 Chocolate and chocolate type confectionery products, made from purchased
chocolate (retailed at manufacturing establishment)

3113302000 Chocolate and chocolate~type confectionery products manufactured and
sold at retail

3113302100 Chocolate and chocolate type confectionery products, made from
purchased chocolate (retailed at manufacturing establishment)

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