

The 2022-2027 Outlook for Chocolate and Chocolate-Type Confectionery Products Made from Cacao Beans 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 cacao beans 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 cacao beans. 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 cacao beans 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 cacao beans is 3113204. It is for this definition that aggregate latent demand estimates are derived. Chocolate and chocolate-type confectionery products made from cacao beans is specifically defined as follows:

3113204 CHOCOLATE AND CHOCOLATE TYPE CONFECTIONERY
PRODUCTS, MADE FROM CACAO BEANS

31132040 Chocolate and chocolate~type confectionery products made from cacao beans ground in the same establishment

31132041 Chocolate and chocolate type confectionery products, made from cacao beans

3113204000 Chocolate and chocolate~type confectionery products made from cacao beans ground in the same establishment

3113204100 Chocolate and chocolate type confectionery products, made from cacao beans

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