

The 2022-2027 Outlook for Chocolate and Chocolate-Type Confectionery Products Packaged for Shipment for US Zip Codes

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Abstracts

This study covers the latent demand outlook for chocolate and chocolate-type confectionery products packaged for shipment 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 packaged for shipment. 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 packaged for shipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for chocolate and chocolate-type confectionery products packaged for shipment is 3113301. It is for this definition that aggregate latent demand estimates are derived. Chocolate and chocolate-type confectionery products packaged for shipment is specifically defined as follows:

3113301 Chocolate & chocolate-type confectionery products packaged for shipment

31133010 Chocolate and chocolate~type confectionery products made from purchased chocolate

31133011 Chocolate and chocolate type confectionery products, made from purchased chocolate (not retailed at manufacturing establishment)

3113301000 Chocolate and chocolate~type confectionery products made from purchased chocolate

3113301001 Solid chocolate and chocolate~type confectionery products

3113301004 Solid (with inclusions) chocolate and chocolate~type confectionery products

3113301007 Chocolate and chocolate~type confectionery products enrobed or molded with candy, fruit, nut, or granola center

3113301015 Chocolate and chocolate~type confectionery products enrobed or molded with a bakery product center

3113301021 Panned chocolate and chocolate~type confectionery products

3113301026 Assortments and other chocolate and chocolate~type confectionery products

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