

The 2022-2027 Outlook for Commercial Bakeries for US Zip Codes

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Abstracts

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

The NAICS code for commercial bakeries is 311812. It is for this definition that aggregate latent demand estimates are derived. Commercial bakeries is specifically defined as follows:

311812 This U.S. industry comprises establishments primarily engaged in manufacturing fresh and frozen bread and bread-type rolls and other fresh bakery (except cookies and crackers) products.

3118121 Bread

3118124 Bread type rolls, muffins, bagels and croissants

3118125 ROLLS (BREAD TYPE), MUFFINS, BAGELS, AND CROISSANTS

3118127 Soft cakes, except frozen, incl fruit, pound, layer, etc.

311812A Pies, except frozen, including fruit, cream and custard

311812D Other sweet goods, except frozen, incl doughnuts, pastries, etc.

311812M Miscellaneous receipts

311812P Primary products

311812S Secondary products

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