

The 2022-2027 Outlook for Concentrated Milk Products Shipped in Bulk for US Zip Codes

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Abstracts

This study covers the latent demand outlook for concentrated milk products shipped in bulk 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 concentrated milk products shipped in bulk. 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 concentrated milk products shipped in bulk as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for concentrated milk products shipped in bulk is 31151471. It is for this definition that aggregate latent demand estimates are derived. Concentrated milk products shipped in bulk is specifically defined as follows:

31151471 Concentrated milk products shipped in bulk (barrels, drums, and tanks)

3115147111 Concentrated milk products shipped in bulk (barrels, drums, and tanks), feed grade, including concentrated whey and buttermilk

3115147121 Concentrated whey (in terms of solids) shipped in bulk (barrels, drums, and tanks), food grade (except all types of ice cream mixes)

3115147131 All other concentrated milk products shipped in bulk (drums, barrels, and tanks), food grade (except ice cream and ice cream mixes)

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