

# The 2022-2027 Outlook for Crackers, Biscuits, and Related Products for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for crackers, biscuits, and related products 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 crackers, biscuits, and related products. 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 crackers, biscuits, and related products as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for crackers, biscuits, and related products is 3118212. It is for this definition that aggregate latent demand estimates are derived. Crackers, biscuits, and related products is specifically defined as follows:

**3118212 CRACKERS, BISCUITS, AND RELATED PRODUCTS**

**31182121 Saltine crackers**

31182122 Cracker sandwiches made from crackers produced in same plant

31182123 All other crackers, cracker meal and crumbs, biscuits, and related products

3118212111 Salty crackers

3118212221 Cracker sandwiches made from crackers produced in same plant

3118212331 Graham crackers

3118212341 Cracker meal and crumbs

3118212391 Other crackers and related products (sponge, sprayed, low sugar biscuits, melba toast, unsalted soda crackers, taco shells, etc.)

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