

The 2022-2027 Outlook for Distilled Liquor Excluding Brandy for US Zip Codes

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Abstracts

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

The NAICS code for distilled liquor excluding brandy is 3121401. It is for this definition that aggregate latent demand estimates are derived. Distilled liquor excluding brandy is specifically defined as follows:

3121401 DISTILLED LIQUOR, EXCEPT BRANDY

31214011 Distilled whiskey, raw (bourbon, rye, etc.)

31214012 All other distilled liquor, except brandy

31214013 Distillers' dried grains, dark and light, and dried solubles

31214014 All other distilled liquor, except brandy

3121401111 Distilled whiskey, raw (bourbon, rye, etc.)

3121401221 Distilled grain neutral spirits, including neutral citrus residue brandy

3121401223 Distilled vodka (including original and continuous distillation or processing operations)

3121401241 Other distilled liquors, including rum, gin, and cane neutral spirits

3121401351 Distillers' dried grains, dark and light, and dried solubles

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