

# The 2022-2027 Outlook for Dog Food for US Zip Codes

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## Abstracts

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

The NAICS code for dog food is 3111111. It is for this definition that aggregate latent demand estimates are derived. Dog food is specifically defined as follows:

3111111 DOG FOOD

31111111 Canned dog food

31111112 Dry and semi moist dog food, shipped in packages less than 25 lb

31111113 Dry and semi moist dog food, shipped in packages 25 lb or more

3111111111 Canned ration type dog food

3111111121 Other canned dog food

3111111231 Dry and semi moist dog food, shipped in packages less than 25 lb

3111111341 Dry and semi moist dog food, shipped in packages 25 lb or more

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