

# The 2022-2027 Outlook for Dry Coffee Whiteners, Infants' Formula, and Other Dairy Product Substitutes for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for dry coffee whiteners, infants' formula, and other dairy product substitutes 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 dry coffee whiteners, infants' formula, and other dairy product substitutes. 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 dry coffee whiteners, infants' formula, and other dairy product substitutes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for dry coffee whiteners, infants' formula, and other dairy product substitutes is 311514D. It is for this definition that aggregate latent demand estimates are derived. Dry coffee whiteners, infants' formula, and other dairy product substitutes is specifically defined as follows:

311514D Dairy product substitutes, incl. dry coffee whiteners, and infants' formula etc.

311514D1 Dairy product substitutes

311514D111 Dry coffee whitener dairy substitutes

311514D121 Dry infants' formula dairy substitutes

311514D131 Dry sour cream dairy substitutes

311514D141 Other dry dairy substitutes, including whipped topping, etc.

311514D151 Canned liquid infants' formula dairy substitutes

311514D161 Other canned dairy product substitutes, including dietary supplements and weight control products

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