

The 2022-2027 Outlook for Dry Milk Products and Mixtures for US Zip Codes

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Abstracts

This study covers the latent demand outlook for dry milk products and mixtures 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 milk products and mixtures. 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 milk products and mixtures as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for dry milk products and mixtures is 3115141. It is for this definition that aggregate latent demand estimates are derived. Dry milk products and mixtures is specifically defined as follows:

3115141 Dry milk products and mixtures incl. ndm, and all feed grade dry milk

31151411 Nonfat dry milk, shipped in consumer type packages (containers 3 lb or less)

31151412 Infants' formula, dry milk type, shipped in consumer type packages (containers 3 lb or less)

31151413 Other dry milk products (instant chocolate milk, weight control products, whole milk powder, malted milk powder, etc.), shipped in consumer type packages (containers 3 lb or less)

31151414 Dry whole milk, food grade (bakeries, confectioners, meat packers, etc.), shipped in bulk (containers more than 3 lb)

31151415 Nonfat dry milk, food grade (bakeries, confectioners, meat packers, etc.), shipped in bulk (containers more than 3 lb)

31151416 Dry and modified dry whey products (including dry lactose), food grade (bakeries, confectioners, meat packers, etc.) shipped in bulk (containers more than 3 lb)

31151417 Other food grade dry milk products, shipped in bulk (containers more than 3 lb)

31151418 Feed grade dry milk products and mixtures (dry milk, dry buttermilk, dry whey, etc.), shipped in bulk (containers more than 3 lb)

3115141111 Nonfat dry milk, shipped in consumer type packages (containers 3 lb or less)

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