

The 2022-2027 Outlook for Flour Mixes Made from Purchased Flour Excluding Cake Mixes for US Zip Codes

<https://marketpublishers.com/r/2B1E12EA8903EN.html>

Date: November 2021

Pages: 526

Price: US\$ 595.00 (Single User License)

ID: 2B1E12EA8903EN

Abstracts

This study covers the latent demand outlook for flour mixes made from purchased flour excluding cake mixes 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 flour mixes made from purchased flour excluding cake mixes. 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 flour mixes made from purchased flour excluding cake mixes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for flour mixes made from purchased flour excluding cake mixes is 31182202. It is for this definition that aggregate latent demand estimates are derived. Flour mixes made from purchased flour excluding cake mixes is specifically defined as follows:

31182202 Flour mixes (including refrigerated and frozen doughs and batters), except

cake mixes, made from purchased flour

3118220211 Pancake and waffle mixes, made from purchased flour

3118220231 Biscuit mixes, made from purchased flour

3118220241 Other prepared flour mixes (including cookie, piecrust, doughnut, and other sweet yeast goods mixes), made from purchased flour

3118220251 Bread and bread type roll mixes, made from purchased flour

3118220261 Refrigerated doughs and batters (cookie, biscuit, bread and bread type roll, pasta, pizza, coffeecake, pancake, etc.), made from purchased flour

3118220271 Frozen doughs and batters (cookie, biscuit, bread and bread type roll, pasta, pizza, coffeecake, pancake, etc.), made from purchased flour

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