

The 2022-2027 Outlook for Fluid Milk and Related Products in Cartons, Bottles, Cans, Dispenser Cans, and Other Packaging for US Zip Codes

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Abstracts

This study covers the latent demand outlook for fluid milk and related products in cartons, bottles, cans, dispenser cans, and other packaging excluding ultra heat-treated milk 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 fluid milk and related products in cartons, bottles, cans, dispenser cans, and other packaging excluding ultra heat-treated milk. 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 fluid milk and related products in cartons, bottles, cans, dispenser cans, and other packaging excluding ultra heat-treated milk as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for fluid milk and related products in cartons, bottles, cans, dispenser cans, and other packaging excluding ultra heat-treated milk is 3115115. It is for this definition that aggregate latent demand estimates are derived. Fluid milk and related products in cartons, bottles, cans, dispenser cans, and other packaging excluding ultra

heat-treated milk is specifically defined as follows:

3115115 PACKAGED FLUID MILK AND RELATED PRODUCTS, INCLUDING CARTONS, BOTTLES, CANS, AND DISPENSER CANS, EXCEPT U.H.T.

31151151 Fluid whole milk, packaged, except U.H.T.

31151152 Lowfat milk, packaged, except U.H.T.

31151153 Skim milk, packaged, except U.H.T.

31151154 All other packaged fluid milk and related products, including cartons, bottles, cans, and dispenser cans

3115115111 Fluid whole milk, packaged, except U.H.T.

3115115211 Lowfat milk, packaged, except U.H.T.

3115115311 Skim milk, packaged, except U.H.T.

3115115441 Heavy cream, packaged (whipping cream containing 36 percent butterfat or more)

3115115451 Light cream, packaged (coffee cream containing less than 36 percent butterfat)

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