

# The 2022-2027 Outlook for Frozen Fruits and Concentrated Fruit Juices, Ades, Drinks, and Non-Alcoholic Cocktails for US Zip Codes

<https://marketpublishers.com/r/2A402E278EC2EN.html>

Date: November 2021

Pages: 527

Price: US\$ 595.00 (Single User License)

ID: 2A402E278EC2EN

## Abstracts

This study covers the latent demand outlook for frozen fruits and concentrated fruit juices, ades, drinks, and non-alcoholic cocktails 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 frozen fruits and concentrated fruit juices, ades, drinks, and non-alcoholic cocktails. 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 frozen fruits and concentrated fruit juices, ades, drinks, and non-alcoholic cocktails as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for frozen fruits and concentrated fruit juices, ades, drinks, and non-alcoholic cocktails is 3114111. It is for this definition that aggregate latent demand estimates are derived. Frozen fruits and concentrated fruit juices, ades, drinks, and non-alcoholic cocktails is specifically defined as follows:

3114111 Frozen fruits & concentrated juices, ades, drinks, and nonalcoholic cocktails

31141111 Frozen fruits

31141112 Frozen concentrated orange juice, consumer and institutional, 6 oz or less

31141113 Frozen concentrated orange juice, consumer and institutional, 6.1 oz to 12 oz

31141114 Frozen concentrated orange juice, consumer and institutional, 12.1 oz or more

31141115 Frozen concentrated orange juice, bulk

31141116 Frozen concentrated juices other than orange juice

3114111A Frozen fruits, melons, and berries

3114111B Frozen concentrated fruit and berry juices

3114111C Frozen concentrated fruit ades and nonalcoholic drinks and cocktails

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