

The 2023-2028 Outlook for Frozen Vegetables for US Zip Codes

<https://marketpublishers.com/r/2E40E11185E8EN.html>

Date: January 2023

Pages: 512

Price: US\$ 595.00 (Single User License)

ID: 2E40E11185E8EN

Abstracts

This study covers the latent demand outlook for frozen vegetables 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 vegetables. 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 vegetables as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for frozen vegetables is 3114114. It is for this definition that aggregate latent demand estimates are derived. Frozen vegetables is specifically defined as follows:

3114114 FROZEN VEGETABLES

31141141 Frozen vegetables (asparagus, green beans, lima beans, broccoli, brussels sprouts, carrots, cauliflower, green peas, and spinach)

31141142 Frozen vegetable combinations (succotash, peas and carrots, mixed vegetables, vegetables with pasta, etc.)

31141143 Frozen French fried potatoes

31141144 Other frozen potato products (patties, puffs, etc.)

31141145 Frozen sweet cut and cob yellow corn

31141146 Frozen southern greens, onions, and other frozen vegetables

3114114111 Frozen asparagus

3114114121 Frozen green, regular, and French cut beans

3114114131 Frozen lima beans (baby, emerald, and fordhook)

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