

# The 2023-2028 Outlook for Gourmet Salts in the United States

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## Abstracts

This study covers the latent demand outlook for gourmet salts across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city 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 city, latent demand estimates are created for gourmet salts. 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.

In this report we define the sales of gourmet salts as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Alaska Pure Sea Salt, Amagansett Sea Salt, Bitterman and Sons, Caravel Gourmet, Cargill, Cheetham Salt, CK Life Sciences Int'l., (Holdings) Inc. (Cheetham Salt Limited), Devonshire Gourmet Salts, Evolution Salt Company, HEPP'S Salt Company, Infosa, K+S, Maldon Crystal Salt, McCormick & Company, Morton Salt, Murray River Gourmet Salt, Pyramid Salt, Saltopia Artisan Infused Sea Salts, SaltWorks, Salty Wahine Gourmet Hawaiian Sea Salts, San Francisco Salt Company, Sea Salt Superstore, Selina Naturally, Sudwestdeutsche Salzwerke, S?dwestdeutsche Salzwerke, Tata Chemicals, The Marblehead Salt Co., and United Salt Corporation. In addition to the sources indicated, additional information available to the public via news and/or press

releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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