

# The 2023-2028 Outlook for Peanut Butter in the United States

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## Abstracts

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

The NAICS code for peanut butter is 3119114. It is for this definition that aggregate latent demand estimates are derived. Peanut butter is specifically defined as follows:

3119114 Peanut butter

31191141 Peanut butter

3119114111 Peanut butter in consumer sizes

3119114121 Peanut butter in commercial sizes and bulk

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