

# The 2022-2027 Outlook for Supermarkets and Grocery Stores Excluding Convenience Stores for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for supermarkets and grocery stores excluding convenience stores 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 supermarkets and grocery stores excluding convenience stores. 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 supermarkets and grocery stores excluding convenience stores as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for supermarkets and grocery stores excluding convenience stores is 44511. It is for this definition that aggregate latent demand estimates are derived. Supermarkets and grocery stores excluding convenience stores is specifically defined as follows:

44511 See industry description for 445110.

445110 This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food.

4451103 Supermarkets and other grocery stores

445110P Primary services

445110SM Other receipts

445110301 Meat department

445110302 Produce department

445110303 Bakery department

445110304 Dairy department

445110306 Frozen foods department

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