

# The 2022-2027 Outlook for Tobacco and Non-Tobacco Cigarettes for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for tobacco and non-tobacco cigarettes 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 tobacco and non-tobacco cigarettes. 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 tobacco and non-tobacco cigarettes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for tobacco and non-tobacco cigarettes is 3122210. It is for this definition that aggregate latent demand estimates are derived. Tobacco and non-tobacco cigarettes is specifically defined as follows:

3122210 CIGARETTES, INCLUDING NONTOBACCO CIGARETTES

31222101 Cigarettes, including nontobacco cigarettes

3122210111 Filter tip cigarettes, including nontobacco cigarettes, 80 millimeters long or less billions

3122210121 Filter tip cigarettes, including nontobacco cigarettes, 85 millimeters long billions

3122210131 Filter tip cigarettes, including nontobacco cigarettes, 100 millimeters or more long billions

3122210141 Nonfilter tip cigarettes, including nontobacco cigarettes billions

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