

# The 2023-2028 Outlook for Tortilla Chips in India

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## Abstracts

This study covers the latent demand outlook for tortilla chips across the states, union territories, and cities of India. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 4,900 cities in India. For each city in question, the percent share the city is of its state or union territory and of India as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city vis-?-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, union territory, and city, latent demand estimates are created for tortilla chips. 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 tortilla chips as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for tortilla chips is 31191941. It is for this definition that aggregate latent demand estimates are derived. Tortilla chips is specifically defined as follows:

31191941 Tortilla chips

3119194111 Tortilla chips

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