

# The 2022-2027 Outlook for Unsweetened Chocolate and Sweetened and Unsweetened Cocoa Powder Made from Cacao Beans for US Zip Codes

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## Abstracts

This study covers the latent demand outlook for unsweetened chocolate and sweetened and unsweetened cocoa powder made from cacao beans excluding coatings 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 unsweetened chocolate and sweetened and unsweetened cocoa powder made from cacao beans excluding coatings. 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 unsweetened chocolate and sweetened and unsweetened cocoa powder made from cacao beans excluding coatings as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for unsweetened chocolate and sweetened and unsweetened cocoa powder made from cacao beans excluding coatings is 31132072. It is for this definition that aggregate latent demand estimates are derived. Unsweetened chocolate and sweetened and unsweetened cocoa powder made from cacao beans excluding coatings is specifically defined as follows:

31132072 Unsweetened chocolate, sweetened and unsweetened cocoa powder, except coatings, made from cacao beans

3113207221 Unsweetened chocolate, except coatings, made from cacao beans

3113207231 Sweetened (or mixed with other substances) cocoa powder, in cans or packages of 2 one half lb or less, made from cacao beans

3113207241 Sweetened (or mixed with other substances) cocoa powder, in other containers and in bulk (barrels, drums, etc.), made from cacao beans

3113207251 Unsweetened cocoa powder, made from cacao beans

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