

The 2023-2028 Outlook for Chocolates for US Zip Codes

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Abstracts

This study covers the latent demand outlook for chocolates 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 chocolates. 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.

In this report we define the sales of chocolates as including all commonly understood products falling within this broad category, such as premium chocolates, sugar-free chocolates, dark chocolates, seasonal chocolates, private label chocolates, and chocolates used in food and beverages, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Archer Daniels Midland Company, AUGUST STORCK, Barcel SA, Barry Callebaut, BELCOLADE, Blommer Chocolate Company, Cemoi, Charles Chocolates, Chocoladefabriken Lindt & Sprungli, Chocoladenfabriken Lindt & Spr?ngli, CHOCOLATES GAROTO S/A, CHUAO Chocolatier, Divine Chocolate, Dobra, ENDANGERED SPECIES Chocolate company, Ezaki Glico Company, Fannie May, Ferrero, FRAN'S Chocolates, Fuji Oil Company, General Mills, Ghirardelli Chocolate Company, Godiva Chocolatier, Hershey Company, Kraft Foods, L.A. Burdick Chocolate, Lake Champlain Chocolates, Lindt, Lotte, LOTUS

CHOCOLATE, Ltd., Mars, Meiji Holdings Company, MICHEL CLUIZEL, Mondelez International, Mondel?z International, MOONSTRUCK CHOCOLATIER Company, MORINAGA & Company, Nestle, Nestl?, Nestle USA, Patric Chocolate, RUSSELL STOVER CANDIES, Inc., SCHARFFEN Berger, SEATTLE Chocolate company, See's Candies, and The Hershey. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

Contents

1 INTRODUCTION

1.1 OVERVIEW

1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

1.3 THE METHODOLOGY

1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION

1.3.2 STEP 2. FILTERING AND SMOOTHING

1.3.3 STEP 3. FILLING IN MISSING VALUES

1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION

1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION

1.3.6 STEP 6. AGGREGATION AND BENCHMARKING

1.4 FREQUENTLY ASKED QUESTIONS (FAQ)

1.4.1 CATEGORY DEFINITION

1.4.2 UNITS

1.4.3 METHODOLOGY

2 SUMMARY OF FINDINGS

2.1 LATENT DEMAND IN THE UNITED STATES

2.2 LATENT DEMAND BY YEAR IN THE UNITED STATES

2.3 TOP 100 CITIES IN THE UNITED STATES

3 FAR WEST

3.1 EXECUTIVE SUMMARY

3.2 LATENT DEMAND BY YEAR - ALASKA

3.3 CITIES SORTED BY ZIPCODE - ALASKA

3.4 LATENT DEMAND BY YEAR - CALIFORNIA

3.5 CITIES SORTED BY ZIPCODE - CALIFORNIA

3.6 LATENT DEMAND BY YEAR - HAWAII

3.7 CITIES SORTED BY ZIPCODE - HAWAII

3.8 LATENT DEMAND BY YEAR - NEVADA

3.9 CITIES SORTED BY ZIPCODE - NEVADA

3.10 LATENT DEMAND BY YEAR - OREGON

3.11 CITIES SORTED BY ZIPCODE - OREGON

3.12 LATENT DEMAND BY YEAR - WASHINGTON

3.13 CITIES SORTED BY ZIPCODE - WASHINGTON

4 GREAT LAKES

- 4.1 EXECUTIVE SUMMARY
- 4.2 LATENT DEMAND BY YEAR - ILLINOIS
- 4.3 CITIES SORTED BY ZIPCODE - ILLINOIS
- 4.4 LATENT DEMAND BY YEAR - INDIANA
- 4.5 CITIES SORTED BY ZIPCODE - INDIANA
- 4.6 LATENT DEMAND BY YEAR - MICHIGAN
- 4.7 CITIES SORTED BY ZIPCODE - MICHIGAN
- 4.8 LATENT DEMAND BY YEAR - OHIO
- 4.9 CITIES SORTED BY ZIPCODE - OHIO
- 4.10 LATENT DEMAND BY YEAR - WISCONSIN
- 4.11 CITIES SORTED BY ZIPCODE - WISCONSIN

5 MID-ATLANTIC

- 5.1 EXECUTIVE SUMMARY
- 5.2 LATENT DEMAND BY YEAR - DELAWARE
- 5.3 CITIES SORTED BY ZIPCODE - DELAWARE
- 5.4 LATENT DEMAND BY YEAR - DISTRICT OF COLUMBIA
- 5.5 CITIES SORTED BY ZIPCODE - DISTRICT OF COLUMBIA
- 5.6 LATENT DEMAND BY YEAR - MARYLAND
- 5.7 CITIES SORTED BY ZIPCODE - MARYLAND
- 5.8 LATENT DEMAND BY YEAR - NEW JERSEY
- 5.9 CITIES SORTED BY ZIPCODE - NEW JERSEY
- 5.10 LATENT DEMAND BY YEAR - NEW YORK
- 5.11 CITIES SORTED BY ZIPCODE - NEW YORK
- 5.12 LATENT DEMAND BY YEAR - PENNSYLVANIA
- 5.13 CITIES SORTED BY ZIPCODE - PENNSYLVANIA

6 NEW ENGLAND

- 6.1 EXECUTIVE SUMMARY
- 6.2 LATENT DEMAND BY YEAR - CONNECTICUT
- 6.3 CITIES SORTED BY ZIPCODE - CONNECTICUT
- 6.4 LATENT DEMAND BY YEAR - MAINE
- 6.5 CITIES SORTED BY ZIPCODE - MAINE
- 6.6 LATENT DEMAND BY YEAR - MASSACHUSETTS

- 6.7 CITIES SORTED BY ZIPCODE - MASSACHUSETTS
- 6.8 LATENT DEMAND BY YEAR - NEW HAMPSHIRE
- 6.9 CITIES SORTED BY ZIPCODE - NEW HAMPSHIRE
- 6.10 LATENT DEMAND BY YEAR - RHODE ISLAND
- 6.11 CITIES SORTED BY ZIPCODE - RHODE ISLAND
- 6.12 LATENT DEMAND BY YEAR - VERMONT
- 6.13 CITIES SORTED BY ZIPCODE - VERMONT

7 PLAINS

- 7.1 EXECUTIVE SUMMARY
- 7.2 LATENT DEMAND BY YEAR - IOWA
- 7.3 CITIES SORTED BY ZIPCODE - IOWA
- 7.4 LATENT DEMAND BY YEAR - KANSAS
- 7.5 CITIES SORTED BY ZIPCODE - KANSAS
- 7.6 LATENT DEMAND BY YEAR - MINNESOTA
- 7.7 CITIES SORTED BY ZIPCODE - MINNESOTA
- 7.8 LATENT DEMAND BY YEAR - MISSOURI
- 7.9 CITIES SORTED BY ZIPCODE - MISSOURI
- 7.10 LATENT DEMAND BY YEAR - NEBRASKA
- 7.11 CITIES SORTED BY ZIPCODE - NEBRASKA
- 7.12 LATENT DEMAND BY YEAR - NORTH DAKOTA
- 7.13 CITIES SORTED BY ZIPCODE - NORTH DAKOTA
- 7.14 LATENT DEMAND BY YEAR - SOUTH DAKOTA
- 7.15 CITIES SORTED BY ZIPCODE - SOUTH DAKOTA

8 ROCKIES

- 8.1 EXECUTIVE SUMMARY
- 8.2 LATENT DEMAND BY YEAR - COLORADO
- 8.3 CITIES SORTED BY ZIPCODE - COLORADO
- 8.4 LATENT DEMAND BY YEAR - IDAHO
- 8.5 CITIES SORTED BY ZIPCODE - IDAHO
- 8.6 LATENT DEMAND BY YEAR - MONTANA
- 8.7 CITIES SORTED BY ZIPCODE - MONTANA
- 8.8 LATENT DEMAND BY YEAR - UTAH
- 8.9 CITIES SORTED BY ZIPCODE - UTAH
- 8.10 LATENT DEMAND BY YEAR - WYOMING
- 8.11 CITIES SORTED BY ZIPCODE - WYOMING

9 SOUTHEAST

- 9.1 EXECUTIVE SUMMARY
- 9.2 LATENT DEMAND BY YEAR - ALABAMA
- 9.3 CITIES SORTED BY ZIPCODE - ALABAMA
- 9.4 LATENT DEMAND BY YEAR - ARKANSAS
- 9.5 CITIES SORTED BY ZIPCODE - ARKANSAS
- 9.6 LATENT DEMAND BY YEAR - FLORIDA
- 9.7 CITIES SORTED BY ZIPCODE - FLORIDA
- 9.8 LATENT DEMAND BY YEAR - GEORGIA
- 9.9 CITIES SORTED BY ZIPCODE - GEORGIA
- 9.10 LATENT DEMAND BY YEAR - KENTUCKY
- 9.11 CITIES SORTED BY ZIPCODE - KENTUCKY
- 9.12 LATENT DEMAND BY YEAR - LOUISIANA
- 9.13 CITIES SORTED BY ZIPCODE - LOUISIANA
- 9.14 LATENT DEMAND BY YEAR - MISSISSIPPI
- 9.15 CITIES SORTED BY ZIPCODE - MISSISSIPPI
- 9.16 LATENT DEMAND BY YEAR - NORTH CAROLINA
- 9.17 CITIES SORTED BY ZIPCODE - NORTH CAROLINA
- 9.18 LATENT DEMAND BY YEAR - SOUTH CAROLINA
- 9.19 CITIES SORTED BY ZIPCODE - SOUTH CAROLINA
- 9.20 LATENT DEMAND BY YEAR - TENNESSEE
- 9.21 CITIES SORTED BY ZIPCODE - TENNESSEE
- 9.22 LATENT DEMAND BY YEAR - VIRGINIA
- 9.23 CITIES SORTED BY ZIPCODE - VIRGINIA
- 9.24 LATENT DEMAND BY YEAR - WEST VIRGINIA
- 9.25 CITIES SORTED BY ZIPCODE - WEST VIRGINIA

10 SOUTHWEST

- 10.1 EXECUTIVE SUMMARY
- 10.2 LATENT DEMAND BY YEAR - ARIZONA
- 10.3 CITIES SORTED BY ZIPCODE - ARIZONA
- 10.4 LATENT DEMAND BY YEAR - NEW MEXICO
- 10.5 CITIES SORTED BY ZIPCODE - NEW MEXICO
- 10.6 LATENT DEMAND BY YEAR - OKLAHOMA
- 10.7 CITIES SORTED BY ZIPCODE - OKLAHOMA
- 10.8 LATENT DEMAND BY YEAR - TEXAS

10.9 CITIES SORTED BY ZIPCODE - TEXAS

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