

The 2023-2028 Outlook for Tobacco Market in the United States

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Abstracts

This study covers the latent demand outlook for tobacco market across the states and cities of the United States. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across some 12,600 cities in the United States. For each city in question, the percent share the city is of its state and of the United States as a whole is reported. These comparative benchmarks allow the reader to quickly gauge a city 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 city, latent demand estimates are created for tobacco market. 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 tobacco market as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Altria Group, British American Tobacco, Hongyunhonghe Tobacco (Group) Company, Imperial Brands, Japan Tobacco, Philip Morris International, and Reynolds American. 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 RANK ALASKA
- 3.4 LATENT DEMAND BY YEAR CALIFORNIA
- 3.5 CITIES SORTED BY RANK CALIFORNIA
- 3.6 LATENT DEMAND BY YEAR HAWAII
- 3.7 CITIES SORTED BY RANK HAWAII
- 3.8 LATENT DEMAND BY YEAR NEVADA
- 3.9 CITIES SORTED BY RANK NEVADA
- 3.10 LATENT DEMAND BY YEAR OREGON
- 3.11 CITIES SORTED BY RANK OREGON
- 3.12 LATENT DEMAND BY YEAR WASHINGTON
- 3.13 CITIES SORTED BY RANK WASHINGTON



4 GREAT LAKES

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

5 MID-ATLANTIC

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

6 NEW ENGLAND

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



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

7 PLAINS

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

8 ROCKIES

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



9 SOUTHEAST

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

10 SOUTHWEST

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



10.9 CITIES SORTED BY RANK - TEXAS

11 DISCLAIMERS, WARRANTIES, AND USER AGREEMENT PROVISIONS

- 11.1 DISCLAIMERS & SAFE HARBOR
- 11.2 ICON GROUP INTERNATIONAL, INC. USER AGREEMENT PROVISIONS



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