Annual forecasting of demand and contenders market share based on population scattering

Source : Statistical Center of IRAN (https://www.amar.org.ir/english) Source : Ministry of trade (http://en.mimt.gov.ir/)

Row	Provinces	Citizen & Villagers population	Population of MAHRAM distribution centers area	Next year population (growth rate 1.29%)	The household population of next year (average family member 3.55)	The average costs of sauce & spice in household basket	Ratio		MAHRAM market share (Based on ERP database sales documents)	Contenders market share	Contenders market share percent
							Sauce 47%	Spice 53%			
1	Tehran	12,183,391	12,814,609	12,979,917	3,656,315	1,466,719,703,595	689,358,260,690	777,361,442,905	234,062,950,910	455,295,309,780	66
2	Semnan	631,218									
3	Fars	4,596,658	6,524,870	6,609,041	1,861,702	746,816,027,894	291,258,250,879	455,557,777,015	54,761,509,582	236,496,741,297	81
4	Bakhtiari	895,263									
5	Boosher	1,032,949									
6	.....	4,879,312	5,537,941	5,609,380	1,580,107	633,855,249,274	285,234,862,173	348,620,387,101	69,543,321,236	215,691,540,937	76
7	.....	658,629									
8	.....	1,758,268	6,015,337	6,092,935	1,716,320	688,496,488,786	302,938,455,066	385,558,033,720	26,489,765,860	276,448,689,206	91
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