

The 2023-2028 Outlook for Frozen Pastries in Japan

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Abstracts

This study covers the latent demand outlook for frozen pastries across the prefectures and cities of Japan. Latent demand (in millions of U.S. dollars), or potential industry earnings (P.I.E.) estimates are given across over 1,000 cities in Japan. For each city in question, the percent share the city is of its prefecture and of Japan 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 prefecture and city, latent demand estimates are created for frozen pastries. 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 frozen pastries as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for frozen pastries is 3118130351. It is for this definition that aggregate latent demand estimates are derived. Frozen pastries is specifically defined as follows:

3118130351 Frozen pastries (including cream puffs, eclairs, lady fingers, French pastry, puff pastry, etc)

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