

# The 2023-2028 Outlook for Frozen Vegetables in Japan

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## Abstracts

This study covers the latent demand outlook for frozen vegetables 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 vegetables. 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 vegetables as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for frozen vegetables is 3114114. It is for this definition that aggregate latent demand estimates are derived. Frozen vegetables is specifically defined as follows:

### 3114114 FROZEN VEGETABLES

31141141 Frozen vegetables (asparagus, green beans, lima beans, broccoli, brussels sprouts, carrots, cauliflower, green peas, and spinach)

31141142 Frozen vegetable combinations (succotash, peas and carrots, mixed vegetables, vegetables with pasta, etc.)

31141143 Frozen French fried potatoes

31141144 Other frozen potato products (patties, puffs, etc.)

31141145 Frozen sweet cut and cob yellow corn

31141146 Frozen southern greens, onions, and other frozen vegetables

3114114111 Frozen asparagus

3114114121 Frozen green, regular, and French cut beans

3114114131 Frozen lima beans (baby, emerald, and fordhook)

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