

# The 2022-2027 Outlook for Hollowware in Japan

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## Abstracts

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

The NAICS code for hollowware is 332999H2. It is for this definition that aggregate latent demand estimates are derived. Hollowware is specifically defined as follows:

332999H2 Hollowware

332999H201 Electrosilverplated hollowware, electrosilverplated to a nonprecious (except pewter) metal base, including baby goods, ecclesiastical ware, novelties, toiletware, and trophies

332999H206 Hollowware, precious and nonprecious metal plated to a nonprecious (except pewter) metal base, excluding electrosilverplated hollowware, including baby goods, ecclesiastical ware, and trophies

332999H211 Electrosilverplated hollowware, electrosilverplated to a precious metal or pewter base, including baby goods, ecclesiastical ware, novelties, toiletware, and trophies

332999H216 Unplated hollowware of other metals (including stainless steel)

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