

The 2022-2027 Outlook for House Slippers in Japan

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Abstracts

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

The NAICS code for house slippers is 3162120. It is for this definition that aggregate latent demand estimates are derived. House slippers is specifically defined as follows:

3162120 HOUSE SLIPPERS

31621200 House slippers, all types, except slipper socks

31621201 Slipper socks made from purchased socks

31621202 House slippers, all types, except slipper socks

3162120010 House slippers, all types, except slipper socks

3162120011 House slippers, except slipper socks, men's

3162120021 House slippers, except slipper socks, women's

3162120031 House slippers, except slipper socks, all other

3162120111 Men's nonrubber slippers

3162120121 Slipper socks made from purchased socks

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