

The 2022-2027 Outlook for Household Alkaline Dishwashing Detergents in Japan

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Abstracts

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

The NAICS code for household alkaline dishwashing detergents is 32561145. It is for this definition that aggregate latent demand estimates are derived. Household alkaline dishwashing detergents is specifically defined as follows:

32561145 Household alkaline dishwashing detergents

3256114511 Household liquid alkaline automatic dishwashing detergents

3256114521 Household dry alkaline automatic dishwashing detergents

3256114531 Household liquid alkaline hard surface cleaners, including degreasers

3256114541 Household aerosol alkaline hard surface cleaners, including degreasers

3256114551 Household dry alkaline hard surface cleaners, including degreasers

3256114561 Household liquid alkaline scouring cleaners

3256114571 Household dry alkaline scouring cleaners

3256114581 All other household alkaline detergents

3256114591 Household laundry presoaks

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