

# The 2022-2027 Outlook for Household Bleaches in Japan

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## Abstracts

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

The NAICS code for household bleaches is 32561211. It is for this definition that aggregate latent demand estimates are derived. Household bleaches is specifically defined as follows:

32561211 Household bleaches (chlorine and nonchlorine)

3256121111 Household liquid chlorine (sodium hypochlorite etc.)

3256121121 Household liquid nonchlorine bleach (hydrogen peroxide, etc.)

3256121131 Household dry chlorine (chlorinated isocyanurates, etc.)

3256121141 Household dry nonchlorine bleach (sodium perborate, etc.)

3256121150 Chlorine and other inorganic bleaching compounds, household, liquid (sodium hypochlorite, etc., 7 percent or more available chlorine or equivalent oxidizing value, 100 percent Cl equivalent)

3256121170 Chlorine and other inorganic bleaching compounds, household, dry (calcium hypochlorite, etc., 50 percent or more available chlorine or equivalent oxidizing value, 100 percent Cl equivalent)

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