

# The 2022-2027 Outlook for Household Detergents in Japan

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## Abstracts

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

The NAICS code for household detergents is 3256114. It is for this definition that aggregate latent demand estimates are derived. Household detergents is specifically defined as follows:

3256114 Household detergents

32561141 Household dry laundry detergents

32561142 Household dry laundry detergents, heavy duty, phosphate free

32561143 Household liquid laundry detergents, light duty

32561144 Household liquid laundry detergents, heavy duty

32561145 Household alkaline dishwashing detergents

3256114111 Household dry laundry detergents, light duty

3256114121 Household dry laundry detergents, heavy duty, phosphate based

3256114211 Household dry laundry detergents, heavy duty, phosphate free

3256114311 Household liquid laundry detergents, light duty

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