

# The 2022-2027 Outlook for Household Food Freezers in Japan

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## Abstracts

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

The NAICS code for household food freezers is 3352222. It is for this definition that aggregate latent demand estimates are derived. Household food freezers is specifically defined as follows:

3352222 Food freezers, complete units, for freezing and/or storing (household type)

33522220 Food freezers, complete units, household type

33522221 Household food freezers, complete units

3352222000 Food freezers, complete units, household type

3352222011 Food freezers, upright type

3352222013 Food freezers, chest type

3352222100 Household food freezers, complete

3352222110 Household food freezers, complete units, upright and chest type

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