

The 2022-2027 Outlook for Household Toilet Bowl Cleaners in Japan

<https://marketpublishers.com/r/271B5A6418F1EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 271B5A6418F1EN

Abstracts

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

The NAICS code for household toilet bowl cleaners is 3256125451. It is for this definition that aggregate latent demand estimates are derived. Household toilet bowl cleaners is specifically defined as follows:

3256125451 household toilet bowl cleaners

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