

The 2022-2027 Outlook for Ice Cream Mixes in Japan

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Abstracts

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

The NAICS code for ice cream mixes is 311514A1. It is for this definition that aggregate latent demand estimates are derived. Ice cream mixes is specifically defined as follows:

311514A1 All ice cream mixes

311514A111 Ice cream mix, excluding lowfat and nonfat

311514A121 Lowfat ice cream mix

311514A131 Nonfat ice cream mix

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