

The 2022-2027 Outlook for Industrial and Retail Bulk- and Dispenser-Type Paper Table Napkins in Japan

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Abstracts

This study covers the latent demand outlook for industrial and retail bulk- and dispenser-type paper table napkins 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 industrial and retail bulk- and dispenser-type paper table napkins. 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 industrial and retail bulk- and dispenser-type paper table napkins as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for industrial and retail bulk- and dispenser-type paper table napkins is 322121N2. It is for this definition that aggregate latent demand estimates are derived. Industrial and retail bulk- and dispenser-type paper table napkins is specifically defined as follows:

322121N2 Paper table napkins, bulk & dispenser, industrial and retail

322121N201 Paper table napkins, industrial and retail packages, bulk and dispenser types, made in paper mills

322121N221 Paper table napkins, industrial, regular type, single~ply, bulk (made in paper mills)

322121N223 Paper table napkins, industrial, regular type, single~ply, dispenser (made in paper mills)

322121N225 Paper table napkins, industrial (bulk and dispenser type), facial tissue type, two~ply or more (made in paper mills)

322121N227 Paper table napkins, retail packages (resale), regular type, single~ply (made in paper mills)

322121N229 Paper table napkins, retail packages (resale), facial tissue type, two~ply or more (made in paper mills)

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