

The 2022-2027 Outlook for Instant Chocolate, Whole, and Malted Milk Powder, and Other Dry Milk Products of Max. 3 Pounds in Japan

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Abstracts

This study covers the latent demand outlook for instant chocolate milk, weight control products, whole milk powder, malted milk powder, and other dry milk products shipped in consumer packages weighing 3 pounds or less excluding nonfat dry milk and infants' formula 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 instant chocolate milk, weight control products, whole milk powder, malted milk powder, and other dry milk products shipped in consumer packages weighing 3 pounds or less excluding nonfat dry milk and infants' formula. 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 instant chocolate milk, weight control products, whole milk powder, malted milk powder, and other dry milk products shipped in consumer packages weighing 3 pounds or less excluding nonfat dry milk and infants' formula as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for instant chocolate milk, weight control products, whole milk powder, malted milk powder, and other dry milk products shipped in consumer packages

weighing 3 pounds or less excluding nonfat dry milk and infants' formula is 31151413. It is for this definition that aggregate latent demand estimates are derived. Instant chocolate milk, weight control products, whole milk powder, malted milk powder, and other dry milk products shipped in consumer packages weighing 3 pounds or less excluding nonfat dry milk and infants' formula is specifically defined as follows:

31151413 Other dry milk products (instant chocolate milk, weight control products, whole milk powder, malted milk powder, etc.), shipped in consumer type packages (containers 3 lb or less)

3115141331 Other dry milk products (instant chocolate milk, weight control products, whole milk powder, malted milk powder, etc.), shipped in consumer type packages (containers 3 lb or less)

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