

# The 2022-2027 Outlook for Jewelry Made of Silver and Jewelry Made of Silver-Clad or Silver-Plated Gold and Platinum in Japan

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## Abstracts

This study covers the latent demand outlook for jewelry made of silver and jewelry made of silver-clad or silver-plated gold and platinum excluding jewelry made of silver clad or plated to non-precious metal 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 jewelry made of silver and jewelry made of silver-clad or silver-plated gold and platinum excluding jewelry made of silver clad or plated to non-precious metal. 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 jewelry made of silver and jewelry made of silver-clad or silver-plated gold and platinum excluding jewelry made of silver clad or plated to non-precious metal as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for jewelry made of silver and jewelry made of silver-clad or silver-plated gold and platinum excluding jewelry made of silver clad or plated to non-precious metal is 33991131. It is for this definition that aggregate latent demand estimates are

derived. Jewelry made of silver and jewelry made of silver-clad or silver-plated gold and platinum excluding jewelry made of silver clad or plated to non-precious metal is specifically defined as follows:

33991131 Jewelry made of silver (including jewelry made of gold and platinum clad or plated to silver), excluding jewelry made of silver clad or plated to nonprecious metal

3399113101 Rings and ring mountings made of silver, excluding rings and ring mountings made of silver clad or plated to nonprecious metal

3399113106 Men's jewelry (collar and cuff buttons, studs, watch chains, money clips, watch and identification bracelets, scarf pins, etc) made of silver (including platinum metals and karat gold clad to silver)

3399113111 Women's and children's jewelry made of silver, excluding, rings, ring mountings, and jewelry made of silver clad or plated to nonprecious metal

3399113116 Other jewelry worn or carried about the person (rosaries, cigarette cases, lighters, compacts, vanity cases, etc) made of silver (including platinum metals and karat gold clad to silver)

3399113121 Other jewelry made of silver, excluding jewelry made of silver clad or plated to nonprecious metal

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