

The 2022-2027 Outlook for Jewelry Made of Solid Platinum Metals and Solid Karat Gold in Japan

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Abstracts

This study covers the latent demand outlook for jewelry made of solid platinum metals and solid karat gold 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 solid platinum metals and solid karat gold. 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 solid platinum metals and solid karat gold as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for jewelry made of solid platinum metals and solid karat gold is 3399111. It is for this definition that aggregate latent demand estimates are derived. Jewelry made of solid platinum metals and solid karat gold is specifically defined as follows:

3399111 Jewelry made of solid platinum metals and solid karat gold

33991111 Fraternal, college, and school rings made of platinum metals and karat gold

(complete)

33991112 Complete wedding rings made of gold and platinum, excluding rings made of gold and platinum clad or plated to silver and nonprecious metal

33991113 Other rings made of platinum metals and karat gold

33991114 Women's and children's jewelry made of gold and platinum, excluding rings, ring mountings, and jewelry made of gold and platinum clad or plated to silver and nonprecious metal

33991115 Ring mountings, organizational and other jewelry worn or carried about the person, made of platinum metals and karat gold

33991116 Other complete rings made of gold and platinum, excluding rings made of gold and platinum clad or plated to silver and nonprecious metal

33991117 Other jewelry made of gold and platinum, excluding jewelry made of gold and platinum clad or plated to silver and nonprecious metal

33991118 Ring mountings made of gold and platinum (sold separately), excluding ring mountings made of gold and platinum clad or plated to silver and nonprecious metal

33991111 Rings, complete

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