

# The 2022-2027 Outlook for Lawn and Garden Pesticides and Chemicals in Japan

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## Abstracts

This study covers the latent demand outlook for lawn and garden pesticides and chemicals 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 lawn and garden pesticides and chemicals. 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 lawn and garden pesticides and chemicals as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for lawn and garden pesticides and chemicals is 3253204. It is for this definition that aggregate latent demand estimates are derived. Lawn and garden pesticides and chemicals is specifically defined as follows:

3253204 LAWN AND GARDEN PESTICIDES AND CHEMICALS

32532041 Lawn and garden pesticides and chemicals

3253204111 Lawn and garden carbamate preparations

3253204113 Lawn and garden organo phosphate preparations

3253204115 Lawn and garden biological (botanical, bacterial, etc.) preparations

3253204117 All other lawn and garden insecticides

3253204121 Lawn and garden phenoxy compound preparations

3253204123 Lawn and garden urea preparations

3253204125 Lawn and garden triazine preparations

3253204127 Lawn and garden benzoic preparations

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