

# The 2022-2027 Outlook for Liquid, Dried, and Frozen Eggs in Japan

<https://marketpublishers.com/r/22C97B3A6383EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 22C97B3A6383EN

## Abstracts

This study covers the latent demand outlook for liquid, dried, and frozen eggs 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 liquid, dried, and frozen eggs. 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 liquid, dried, and frozen eggs as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for liquid, dried, and frozen eggs is 311999G. It is for this definition that aggregate latent demand estimates are derived. Liquid, dried, and frozen eggs is specifically defined as follows:

311999G Liquid, dried, and frozen eggs

311999G1 Dried, frozen, or liquid eggs

311999G111 Dried egg whites

311999G121 Dried egg yolks

311999G131 Dried eggs, whole

311999G141 Dried eggs, mixed

311999G151 Frozen or liquid egg whites

311999G161 Frozen or liquid egg yolks

311999G171 Frozen or liquid eggs, whole

311999G181 Frozen or liquid eggs, mixed

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