

The 2022-2027 Outlook for Little Cigarette-Size Cigars Weighing Less Than 3 Pounds Per 1,000 Cigars in Japan

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Abstracts

This study covers the latent demand outlook for little cigarette-size cigars weighing less than 3 pounds per 1,000 cigars 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 little cigarette-size cigars weighing less than 3 pounds per 1,000 cigars. 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 little cigarette-size cigars weighing less than 3 pounds per 1,000 cigars as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for little cigarette-size cigars weighing less than 3 pounds per 1,000 cigars is 3122291111. It is for this definition that aggregate latent demand estimates are derived. Little cigarette-size cigars weighing less than 3 pounds per 1,000 cigars is specifically defined as follows:

3122291111 Little cigars, cigarette size, weighing less than 3 lb per 1,000 cigars

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