

The 2022-2027 Outlook for Machine-Made Glassware in Japan

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Abstracts

This study covers the latent demand outlook for machine-made glassware 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 machine-made glassware. 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 machine-made glassware as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for machine-made glassware is 32721212. It is for this definition that aggregate latent demand estimates are derived. Machine-made glassware is specifically defined as follows:

32721212 Machine made table, kitchen, art, and novelty glassware

327212121 Tumblers (one piece excluding packers' tumblers)

327212122 Stemware

327212123 Tableware

327212125 Cookware, ovenware, kitchenware, and microwave oven glass

327212128 Ornamental, decorative, and novelty glassware and smokers' accessories

3272121221 Other glass fiber, textile type (including yarn, strand, staple yarn, sliver, roving, chopped strand, and milled glass fiber), made by establishments producing glass

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