

# The 2022-2027 Outlook for Marshmallow, Cream-Filled, and Oatmeal Cookies, Wafers, Toaster Pastries, Ice Cream Cones and Cups in Japan

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## Abstracts

This study covers the latent demand outlook for marshmallow, cream-filled, and oatmeal cookies, wafers, toaster pastries, ice cream cones and cups excluding frozen types 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 marshmallow, cream-filled, and oatmeal cookies, wafers, toaster pastries, ice cream cones and cups excluding frozen types. 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 marshmallow, cream-filled, and oatmeal cookies, wafers, toaster pastries, ice cream cones and cups excluding frozen types as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for marshmallow, cream-filled, and oatmeal cookies, wafers, toaster pastries, ice cream cones and cups excluding frozen types is 31182143. It is for this definition that aggregate latent demand estimates are derived. Marshmallow, cream-filled, and oatmeal cookies, wafers, toaster pastries, ice cream cones and cups excluding frozen types is specifically defined as follows:

31182143 Marshmallow, crcme filled, and oatmeal cookies, wafers, toaster pastries, ice cream cones and cups (except frozen)

3118214331 Marshmallow cookies (except frozen)

3118214341 Creme filled cookies (except frozen)

3118214351 Oatmeal cookies (except frozen)

3118214361 Other cookies and wafers (except frozen), excluding wafers for making ice cream sandwiches

3118214371 Toaster pastries (except frozen)

3118214381 Wafers for making ice cream sandwiches (except frozen)

3118214391 Ice cream cones and cups (except frozen)

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