

# The 2022-2027 Outlook for Mayonnaise, Salad Dressings, and Sandwich Spreads in Japan

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## Abstracts

This study covers the latent demand outlook for mayonnaise, salad dressings, and sandwich spreads 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 mayonnaise, salad dressings, and sandwich spreads. 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 mayonnaise, salad dressings, and sandwich spreads as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for mayonnaise, salad dressings, and sandwich spreads is 3119417. It is for this definition that aggregate latent demand estimates are derived. Mayonnaise, salad dressings, and sandwich spreads is specifically defined as follows:

3119417 Mayonnaise, salad dressings and sandwich spreads

31194171 Spoon type salad dressing

31194172 Spoon type mayonnaise

31194173 Other spoon type dressing, including sandwich spreads, refrigerated dressings, and all other semisolid type dressing

31194174 Pourable salad dressing (including reduced calorie, cheese, vinegar and oil, etc.)

3119417111 Spoon type salad dressing

3119417221 Spoon type mayonnaise

3119417331 Other spoon type dressing, including sandwich spreads, refrigerated dressings, and all other semisolid type dressing

3119417441 Pourable salad dressing (including reduced calorie, cheese, vinegar and oil, etc.)

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