

# The 2022-2027 Outlook for Meat Markets and Delicatessens in Japan

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## Abstracts

This study covers the latent demand outlook for meat markets and delicatessens 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 meat markets and delicatessens. 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 meat markets and delicatessens as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for meat markets and delicatessens is 44521. It is for this definition that aggregate latent demand estimates are derived. Meat markets and delicatessens is specifically defined as follows:

44521 See industry description for 445210.

445210 This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

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