

# The 2022-2027 Outlook for Men's Footwear Excluding Athletic Shoes in Japan

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## Abstracts

This study covers the latent demand outlook for men's footwear excluding athletic shoes 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 men's footwear excluding athletic shoes. 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 men's footwear excluding athletic shoes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for men's footwear excluding athletic shoes is 3162130. It is for this definition that aggregate latent demand estimates are derived. Men's footwear excluding athletic shoes is specifically defined as follows:

3162130 MEN'S FOOTWEAR, EXCEPT ATHLETIC

31621300 Men's footwear, except athletic (size run 6 and larger)

31621301 Men's footwear, except athletic (size run 6 and larger)

3162130000 Men's footwear, except athletic (size run 6 and larger)

3162130011 Men's nonrubber shoes, dress and casual

3162130021 Men's nonrubber boots, western style

3162130031 Men's nonrubber boots, dress and casual, except western style

3162130041 Men's nonrubber shoes, work oxfords

3162130051 Men's nonrubber workboots, ankle height or higher

3162130100 Men's footwear, except athletic (size run 6 and larger)

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