

# The 2022-2027 Outlook for Men's, Junior Boys', and Little Boys' Knit Shirts in Japan

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## Abstracts

This study covers the latent demand outlook for men's, junior boys', and little boys' knit shirts 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, junior boys', and little boys' knit shirts. 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, junior boys', and little boys' knit shirts as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for men's, junior boys', and little boys' knit shirts is 3152231. It is for this definition that aggregate latent demand estimates are derived. Men's, junior boys', and little boys' knit shirts is specifically defined as follows:

3152231 Men's, junior boys', and little boys' knit shirts

31522310 Men's, boys', and little boys' knit shirts, dress and sport (including polo, tennis, sweat, tank-tops, T-shirts for outerwear, etc.), made from purchased fabrics

31522311 Men's and boys' knit dress and sport shirts (including polo, tank tops, sweat and t shirts), made from purchased fabrics

3152231010 Men's and junior boy's knit shirts, dress and sport (including polo, tennis, sweat, tank~tops, T~shirts for outerwear, etc.), made from purchased fabrics

3152231011 Men's and junior boys' knit T~shirts and tank tops made for outerwear

3152231013 Men's and junior boys' sweatshirts

3152231015 Men's and junior boys' other knit shirts

3152231020 Little boys' knit shirts, made from purchased fabrics

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