

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

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## Abstracts

This study covers the latent demand outlook for men's, junior boys', and little boys' woven dress and sport 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' woven dress and sport 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' woven dress and sport 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' woven dress and sport shirts is 3152233. It is for this definition that aggregate latent demand estimates are derived. Men's, junior boys', and little boys' woven dress and sport shirts is specifically defined as follows:

3152233 Men's, junior boys', and little boys' woven dress and sport shirts

31522330 Men's, boys', and little boys' woven dress and sport shirts  
(including military~ type uniform shirts)

31522331 Men's and boys' woven dress and sport shirts, made from purchased  
fabrics

3152233010 Men's and boys' woven dress and sport shirts (including military~type  
uniform shirts)

3152233011 Men's and junior boys' woven dress and business shirts

3152233013 Men's and junior boys' woven sport shirts

3152233020 Little boys' woven dress and sport shirts (including military~type uniform  
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3152233024 Little boys' woven sport shirts

3152233026 Little boys' work shirts

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