

# The 2022-2027 Outlook for Men's, Juniors', and Little Boys' Neckties, Mufflers, Scarves, and Other Neckwear in Japan

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## Abstracts

This study covers the latent demand outlook for men's, juniors', and little boys' neckties, mufflers, scarves, and other neckwear excluding silk and polyester neckties 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, juniors', and little boys' neckties, mufflers, scarves, and other neckwear excluding silk and polyester neckties. 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, juniors', and little boys' neckties, mufflers, scarves, and other neckwear excluding silk and polyester neckties as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for men's, juniors', and little boys' neckties, mufflers, scarves, and other neckwear excluding silk and polyester neckties is 31599302. It is for this definition that aggregate latent demand estimates are derived. Men's, juniors', and little boys' neckties, mufflers, scarves, and other neckwear excluding silk and polyester neckties is specifically defined as follows:

31599302 Men's, juniors', and little boys' all other fabrics neckties and other neckwear, including leather neckties and knit or woven mufflers and scarves

3159930231 Neckties made from woven fabrics (including prints), all other fabrics (including blends)

3159930241 All other men's and boys' neckwear (including leather neckties and knit or woven mufflers and scarves)

3159930251 Men's, juniors', and little boys' all other fabrics neckties and other neckwear, including leather neckties and knit or woven mufflers and scarves

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