

The 2022-2027 Outlook for Men's and Boys' Neckwear in Japan

<https://marketpublishers.com/r/2F42D6E5679BEN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2F42D6E5679BEN

Abstracts

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

The NAICS code for men's and boys' neckwear is 3159930. It is for this definition that aggregate latent demand estimates are derived. Men's and boys' neckwear is specifically defined as follows:

3159930 MEN'S AND BOYS' NECKWEAR

31599301 Men's, juniors', and little boys' silk and polyester neckties

31599302 Men's, juniors', and little boys' all other fabrics neckties and other

neckwear, including leather neckties and knit or woven mufflers and scarves

3159930111 Woven, all silk neckties

3159930121 Woven, all polyester neckties

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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