

# The 2022-2027 Outlook for Men's and Boys' Work Shirts in Japan

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## Abstracts

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

The NAICS code for men's and boys' work shirts is 3152251. It is for this definition that aggregate latent demand estimates are derived. Men's and boys' work shirts is specifically defined as follows:

3152251 Men's and boys' work shirts

31522510 Men's and boys' work shirts

31522511 Men's and boys' work shirts, made from purchased fabrics

3152251000 Men's and boys' work shirts

3152251001 Men's and junior boys' work shirts

3152251100 Men's and boys' work shirts, made from purchased fabrics

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