

The 2022-2027 Outlook for Milled Rice in Japan

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Abstracts

This study covers the latent demand outlook for milled rice 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 milled rice. 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 milled rice as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for milled rice is 31121204. It is for this definition that aggregate latent demand estimates are derived. Milled rice is specifically defined as follows:

31121204 Milled rice, including second heads, screenings, brewers, bran, sharps, rice flour, residues, and byproducts

3112120441 Milled rice second heads

3112120451 Milled rice screenings and brewers' rice

3112120461 Milled rice bran



3112120471 Milled rice sharps and other residues and byproducts

3112120481 All other milled rice, including rice flour



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