

The 2023-2028 Outlook for Natural Antioxidants in Japan

<https://marketpublishers.com/r/2C9AA802DF9AEN.html>

Date: November 2022

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2C9AA802DF9AEN

Abstracts

This study covers the latent demand outlook for natural antioxidants 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 natural antioxidants. 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.

In this report we define the sales of natural antioxidants as including all commonly understood products falling within this broad category, such as Vitamin C and E, polyphenol, and carotenoid antioxidants and antioxidants used within the pharmaceutical, food, animal feed, and beverage industries, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Adeka, Ajinomoto OmniChem Natural Specialties, AkzoNobel, Albermarle, Archer Daniels Midland Company, Ashland, Inc., Barentz, BASF, Cargill, CellMark USA, Chemtura Corporation, DSM, Archer Daniels Midland, DuPont Nutrition & Health, Indena, Kalsec, Kemin Industries, KIC Chemicals, Koninklijke DSM, Naturex, Nutreco, Prinova, Songwon Industrial Company, and Tianjin Jianfeng Natural Products Co. Ltd (JF Naturals). In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was

considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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