

The 2022-2027 Outlook for Natural Cheese Excluding Cottage Cheese in Japan

<https://marketpublishers.com/r/298F7AB9AA16EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 298F7AB9AA16EN

Abstracts

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

The NAICS code for natural cheese excluding cottage cheese is 3115131. It is for this definition that aggregate latent demand estimates are derived. Natural cheese excluding cottage cheese is specifically defined as follows:

3115131 NATURAL CHEESE, EXCEPT COTTAGE CHEESE (CHEDDAR, SWISS, ITALIAN, BRICK, CREAM, GRATED, DRIED, ETC.)

31151311 Natural cheese, except cottage cheese (cheddar, Swiss, Italian, brick, cream, grated, dried, etc.)

3115131111 Natural cheese, excluding lowfat natural cheese (except cottage cheese), shipped in consumer packages or containers (3 lb or less)

3115131121 Natural cheese, excluding lowfat natural cheese (except cottage cheese), shipped in packages or containers (more than 3 lb) or in bulk

3115131131 Lowfat natural cheese, except cottage cheese, shipped in consumer packages or containers (3 lb or less)

3115131141 Lowfat natural cheese, except cottage cheese, shipped in packages or containers (more than 3 lb) or in bulk

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