

The 2022-2027 Outlook for Non-Carbonated Fruit Drinks, Cocktails, and Ades with No Real Juice in Containers over 16.9 Ounces in Japan

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Abstracts

This study covers the latent demand outlook for non-carbonated fruit drinks, cocktails, and ades containing no real juice in containers of more than 16.9 ounces excluding concentrates 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 non-carbonated fruit drinks, cocktails, and ades containing no real juice in containers of more than 16.9 ounces excluding concentrates. 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 non-carbonated fruit drinks, cocktails, and ades containing no real juice in containers of more than 16.9 ounces excluding concentrates as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-carbonated fruit drinks, cocktails, and ades containing no real juice in containers of more than 16.9 ounces excluding concentrates is 312111A351. It is for this definition that aggregate latent demand estimates are derived. Non-carbonated fruit drinks, cocktails, and ades containing no real juice in containers of

more than 16.9 ounces excluding concentrates is specifically defined as follows:

312111A351 Non carbonated fruit drinks, cocktails, and ades, containing no real juice, in other size containers (cartons, bottles, cans, etc.), except concentrates

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