

The 2022-2027 Outlook for Non-Carbonated Soft Drinks and Fruit Drinks, Cocktails, and Ades in Japan

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Abstracts

This study covers the latent demand outlook for non-carbonated soft drinks and fruit drinks, cocktails, and ades 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 soft drinks and fruit drinks, cocktails, and ades. 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 soft drinks and fruit drinks, cocktails, and ades as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-carbonated soft drinks and fruit drinks, cocktails, and ades is 312111A. It is for this definition that aggregate latent demand estimates are derived. Non-carbonated soft drinks and fruit drinks, cocktails, and ades is specifically defined as follows:

312111A Noncarbonated soft drinks, incl fruit drinks, cocktails and ades

312111A1 Non carbonated fruit drinks, cocktails, and ades containing some real juice, 16.9 oz (1/2 liter) container or less, except concentrates

312111A2 Non carbonated fruit drinks, cocktails, and ades containing some real juice, in other size containers (cartons, bottles, cans, etc.), except concentrates

312111A3 All other non carbonated soft drinks

312111A111 Non carbonated fruit drinks, cocktails, and ades containing some real juice, 16.9 oz (1/2 liter) container or less, except concentrates

312111A221 Non carbonated fruit drinks, cocktails, and ades containing some real juice, in other size containers (cartons, bottles, cans, etc.), except concentrates

312111A331 Non carbonated fruit drinks, cocktails, and ades concentrates containing some real juice

312111A341 Non carbonated fruit drinks, cocktails, and ades, containing no real juice, 16.9 oz (1/2 liter) container or less, except concentrates

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

312111A361 Non carbonated fruit drinks, cocktails, and ades concentrates containing no real juice

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