

# The 2022-2027 Outlook for Non-Chocolate Confectionery Products Made and Packaged for Shipment in Japan

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## Abstracts

This study covers the latent demand outlook for non-chocolate-type confectionery products made and packaged for shipment not retailed at manufacturing establishment 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-chocolate-type confectionery products made and packaged for shipment not retailed at manufacturing establishment. 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-chocolate-type confectionery products made and packaged for shipment not retailed at manufacturing establishment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-chocolate-type confectionery products made and packaged for shipment not retailed at manufacturing establishment is 31134011. It is for this definition that aggregate latent demand estimates are derived. Non-chocolate-type confectionery products made and packaged for shipment not retailed at manufacturing establishment is specifically defined as follows:

31134011 Nonchocolate type confectionery products made and packaged for shipment, including bar goods, granola bars, package goods, specialties, etc. (not retailed at manufacturing establishment)

3113401100 Nonchocolate type confectionery products made and packaged for shipment, including bar goods, granola bars, package goods, specialties, etc. (not retailed at manufacturing establishment)

3113401101 Non chocolate confectionery products, hard candy

3113401104 Non chocolate confectionery products, chewy candy (including granola bars)

3113401107 Non chocolate confectionery products, soft candy

3113401115 Non chocolate confectionery products, iced or coated

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3113401126 Non chocolate confectionery products, licorice and licorice type

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