

The 2022-2027 Outlook for Non-Precious Metal Jewelry and Jewelry of Gold, Platinum, and Silver Plated to Non-Precious Metal in Japan

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Abstracts

This study covers the latent demand outlook for non-precious metal jewelry and jewelry made of gold, platinum, and silver plated to non-precious metal 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-precious metal jewelry and jewelry made of gold, platinum, and silver plated to non-precious metal. 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-precious metal jewelry and jewelry made of gold, platinum, and silver plated to non-precious metal as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-precious metal jewelry and jewelry made of gold, platinum, and silver plated to non-precious metal is 33991403. It is for this definition that aggregate latent demand estimates are derived. Non-precious metal jewelry and jewelry made of gold, platinum, and silver plated to non-precious metal is specifically defined as follows:

33991403 Nonprecious metal jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal

3399140301 Other metal rings and ring mountings, including rings and ring mountings made of gold, platinum, and silver plated to nonprecious metal

3399140311 Other metal women's and children's jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal, excluding rings and ring mountings

3399140316 Other metal organizational jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal, excluding rings and ring mountings

3399140324 Other metal jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal

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