

The 2022-2027 Outlook for Nursery, Garden Center, and Farm Supply Stores in Japan

<https://marketpublishers.com/r/2396B7C601F1EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2396B7C601F1EN

Abstracts

This study covers the latent demand outlook for nursery, garden center, and farm supply stores 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 nursery, garden center, and farm supply stores. 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 nursery, garden center, and farm supply stores as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for nursery, garden center, and farm supply stores is 44422. It is for this definition that aggregate latent demand estimates are derived. Nursery, garden center, and farm supply stores is specifically defined as follows:

44422 See industry description for 444220.

444220 This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a

product they grow themselves.

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