

# The 2022-2027 Outlook for Paper and Paperboard Cups and Liquid-Tight Containers in Japan

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## Abstracts

This study covers the latent demand outlook for paper and paperboard cups and liquid-tight containers 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 paper and paperboard cups and liquid-tight containers. 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 paper and paperboard cups and liquid-tight containers as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for paper and paperboard cups and liquid-tight containers is 3222153. It is for this definition that aggregate latent demand estimates are derived. Paper and paperboard cups and liquid-tight containers is specifically defined as follows:

3222153 Cups and liquid-tight paper and paperboard containers

32221531 Cups and liquid tight paper and paperboard containers

3222153111 Liquid tight and round nested paperboard food containers,  
including lids and tops

3222153121 Paperboard drinking cups and portion serving cups

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