

# The 2022-2027 Outlook for Perishable Dairy Product Substitutes in Japan

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## Abstracts

This study covers the latent demand outlook for perishable dairy product substitutes 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 perishable dairy product substitutes. 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 perishable dairy product substitutes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for perishable dairy product substitutes is 311511D. It is for this definition that aggregate latent demand estimates are derived. Perishable dairy product substitutes is specifically defined as follows:

311511D Perishable dairy product substitutes

311511D1 Perishable dairy product substitutes

311511D111 Perishable flavored dip substitutes

311511D121 Perishable whipped topping, nonbutterfat base (including pressure can type)

311511D131 Perishable coffee whitener substitutes

311511D141 Perishable sour cream substitutes

311511D151 Perishable flavored milk drink substitutes (chocolate drink, etc.)

311511D161 Other perishable dairy product substitutes

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