

The 2022-2027 Outlook for Plain and Flavored Potato Chips and Sticks in Japan

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Abstracts

This study covers the latent demand outlook for plain and flavored potato chips and sticks 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 plain and flavored potato chips and sticks. 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 plain and flavored potato chips and sticks as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for plain and flavored potato chips and sticks is 3119191. It is for this definition that aggregate latent demand estimates are derived. Plain and flavored potato chips and sticks is specifically defined as follows:

3119191 Potato chops and sticks, plain and flavored

31191911 Potato chips and sticks, plain and flavored

3119191100 Potato chips and sticks, plain and flavored

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