

# The 2022-2027 Outlook for Polishing Preparations and Related Products in Japan

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## Abstracts

This study covers the latent demand outlook for polishing preparations and related products 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 polishing preparations and related products. 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 polishing preparations and related products as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for polishing preparations and related products is 3256127. It is for this definition that aggregate latent demand estimates are derived. Polishing preparations and related products is specifically defined as follows:

3256127 POLISHING PREPARATIONS AND RELATED PRODUCTS

32561271 Polishing preparations and related products

3256127111 Automobile polish and cleaners, household

3256127121 Automobile polish and cleaners, industrial and institutional

3256127131 Furniture polish and cleaners, household

3256127141 Furniture polish and cleaners, industrial and institutional

3256127151 Floor polish, water emulsion, household

3256127161 Floor polish, water emulsion, industrial and institutional

3256127171 Floor polish, liquid (nonemulsion)

3256127181 Floor polish other than liquid form, including paste and cake

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