

# The 2022-2027 Outlook for Prepared Flour Mixes and Refrigerated and Frozen Doughs and Batters Made in Flour Mills in Japan

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## Abstracts

This study covers the latent demand outlook for prepared flour mixes and refrigerated and frozen doughs and batters made in flour mills 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 prepared flour mixes and refrigerated and frozen doughs and batters made in flour mills. 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 prepared flour mixes and refrigerated and frozen doughs and batters made in flour mills as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for prepared flour mixes and refrigerated and frozen doughs and batters made in flour mills is 31211A1. It is for this definition that aggregate latent demand estimates are derived. Prepared flour mixes and refrigerated and frozen doughs and batters made in flour mills is specifically defined as follows:

31211A1 Prepared flour mixes (including refrigerated and frozen doughs and batters),

made in flour mills

311211A111 Pancake and waffle mixes, made in flour mills

311211A121 Cake mixes, including gingerbread, made in flour mills

311211A131 Biscuit mixes, made in flour mills

311211A141 Bread and bread type roll mixes, made in flour mills

311211A151 Other prepared flour mixes (including cookie, piecrust, doughnut, and other sweet yeast goods mixes), made in flour mills

311211A161 Refrigerated doughs and batters (cookie, biscuit, bread and bread type roll, pasta, pizza, coffeecake, pancake, etc.), made in flour mills

311211A171 Frozen doughs and batters (cookie, biscuit, bread and bread type roll, pasta, pizza, coffeecake, pancake, etc.), made in flour mills

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