

The 2022-2027 Outlook for Processed Poultry and Small Game Containing at Least 20-Percent Meat Excluding Soups in Japan

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Abstracts

This study covers the latent demand outlook for processed poultry and small game containing at least 20-percent meat excluding soups 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 processed poultry and small game containing at least 20-percent meat excluding soups. 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 processed poultry and small game containing at least 20-percent meat excluding soups as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for processed poultry and small game containing at least 20-percent meat excluding soups is 311615D. It is for this definition that aggregate latent demand estimates are derived. Processed poultry and small game containing at least 20-percent meat excluding soups is specifically defined as follows:

311615D Processed poultry & small game (has 20 percent or more poultry/meat) excl.

soups

311615D1 Processed poultry and small game (except soups) containing 20 percent or more poultry or meat

311615D111 Canned poultry

311615D121 Cooked or smoked turkey, including frozen (except frankfurters, hams, and luncheon meats), containing 20 percent or more poultry

311615D131 Cooked or smoked chicken, including frozen (except frankfurters, hams, and luncheon meats), containing 20 percent or more poultry

311615D141 Cooked or smoked poultry frankfurters (including wieners), including frozen, containing 20 percent or more poultry

311615D151 Cooked or smoked poultry hams and luncheon meats, including frozen, containing 20 percent or more poultry

311615D161 Other cooked or smoked poultry, including frozen, containing 20 percent or more poultry

311615D171 Other processed poultry and small game (dehydrated, raw boned, etc.) (including frozen), containing 20 percent or more poultry

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