

The 2022-2027 Outlook for Raincoats, Rubber Pants, and Other Apparel Made of at Least 50-Percent Plastic or Rubber in Japan

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Abstracts

This study covers the latent demand outlook for raincoats, rubber pants, and other apparel made of at least 50-percent plastic or rubber excluding wet suits 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 raincoats, rubber pants, and other apparel made of at least 50-percent plastic or rubber excluding wet suits. 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 raincoats, rubber pants, and other apparel made of at least 50-percent plastic or rubber excluding wet suits as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for raincoats, rubber pants, and other apparel made of at least 50-percent plastic or rubber excluding wet suits is 3152997. It is for this definition that aggregate latent demand estimates are derived. Raincoats, rubber pants, and other apparel made of at least 50-percent plastic or rubber excluding wet suits is specifically defined as follows:

3152997 APPAREL 50% OR GREATER PLASTIC OR RUBBER, INCLUDING RAINCOATS AND RUBBER PANTS (EXCEPT WET SUITS)

31529971 Apparel 50% or greater plastic or rubber, including raincoats and rubber pants (except wet suits)

3152997110 Men's and boy's garments 50 percent or greater plastic or rubber, including raincoats and rubber pants (except wet suits)

3152997120 Women's and girls' garments 50 percent or greater plastic or rubber, including raincoats and rubber pants (except wet suits)

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