

# The 2022-2027 Outlook for Ready-to-Serve Breakfast Cereals in Japan

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## Abstracts

This study covers the latent demand outlook for ready-to-serve breakfast cereals 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 ready-to-serve breakfast cereals. 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 ready-to-serve breakfast cereals as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for ready-to-serve breakfast cereals is 3112301. It is for this definition that aggregate latent demand estimates are derived. Ready-to-serve breakfast cereals is specifically defined as follows:

3112301 Ready to serve cereal breakfast foods

31123011 Ready to serve corn flakes and other corn breakfast foods (except infant cereals)

31123012 Ready to serve wheat flakes and other corn breakfast foods (except infant cereals)

31123013 Ready to serve oat breakfast foods (except infant cereals)

31123014 Ready to serve rice breakfast foods (except infant cereals)

31123015 Ready to serve breakfast preparations of other grains and mixed grains (except infant cereals)

311230111 Corn flakes and other corn breakfast foods

311230112 Wheat flakes and other wheat breakfast foods

311230115 Oat breakfast foods

311230118 Rice and other grains and mixed grain breakfast foods and preparations

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