

# The 2022-2027 Outlook for Regular and Diet Bottled Carbonated Soft Drinks in Plastics Bottles in Japan

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## Abstracts

This study covers the latent demand outlook for regular and diet bottled carbonated soft drinks in plastics bottles 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 regular and diet bottled carbonated soft drinks in plastics bottles. 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 regular and diet bottled carbonated soft drinks in plastics bottles as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for regular and diet bottled carbonated soft drinks in plastics bottles is 31211116. It is for this definition that aggregate latent demand estimates are derived. Regular and diet bottled carbonated soft drinks in plastics bottles is specifically defined as follows:

31211116 Bottled carbonated soft drinks in plastics bottles (regular and diet)

3121111600 Bottled carbonated soft drinks in plastics bottles (regular and diet)  
(value of quantity detail)

31211116L1 Regular bottled carbonated soft drinks containing some real juice, in plastic bottles

31211116M1 Regular bottled carbonated soft drinks containing kola extract, except those with some real juice, in plastic bottles

31211116N1 Regular bottled carbonated soft drinks containing lemon, lime, and lemon lime combinations, except those with some real juice, in plastic bottles

31211116P1 Carbonated waters, sparkling waters, and club soda (except those with some real juice), in plastic bottles

31211116Q1 Other regular bottled carbonated soft drink flavors, including club soda, except those with some real juice, in plastic bottles

31211116R1 Diet bottled carbonated soft drinks containing some real juice, in plastic bottles

31211116T1 Diet bottled carbonated soft drinks containing kola extract, except those with some real juice, in plastic bottles

31211116U1 Diet bottled carbonated soft drinks containing lemon, lime, and lemon lime combinations, except those with some real juice, in plastic bottles

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