

# The 2022-2027 Outlook for Regular and Lowfat Yogurt Excluding Frozen Yogurt in Japan

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## Abstracts

This study covers the latent demand outlook for regular and lowfat yogurt excluding frozen yogurt 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 lowfat yogurt excluding frozen yogurt. 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 lowfat yogurt excluding frozen yogurt as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for regular and lowfat yogurt excluding frozen yogurt is 311511A111. It is for this definition that aggregate latent demand estimates are derived. Regular and lowfat yogurt excluding frozen yogurt is specifically defined as follows:

311511A111 Regular and lowfat yogurt, except frozen

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