

The 2022-2027 Outlook for Retail Bakeries in Japan

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Abstracts

This study covers the latent demand outlook for retail bakeries 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 retail bakeries. 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 retail bakeries as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for retail bakeries is 311811. It is for this definition that aggregate latent demand estimates are derived. Retail bakeries is specifically defined as follows:

311811 This U.S. industry comprises establishments primarily engaged in retailing bread and other bakery products not for immediate consumption made on the premises from flour, not from prepared dough.

3118110 Retail bakery products

311811M Miscellaneous receipts

311811P Primary products

311811S Secondary products

31181101 Retail bakery products

311811SM Secondary products and miscellaneous receipts

3118110111 Breads and rolls (excluding bagels)

3118110121 Bagels

3118110131 Cakes

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