

The 2022-2027 Outlook for Retail Bakery Products in Japan

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Abstracts

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

The NAICS code for retail bakery products is 3118110. It is for this definition that aggregate latent demand estimates are derived. Retail bakery products is specifically defined as follows:

3118110 Retail bakery products

31181101 Retail bakery products

3118110111 Breads and rolls (excluding bagels)

3118110121 Bagels

3118110131 Cakes

3118110141 Cookies

3118110151 Doughnuts

3118110161 Pies

31181101V1 Other sweet goods (sweet rolls, coffeecake, pastries, danishes, muffins, etc.)

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