

The 2022-2027 Outlook for Sanitary Paper Products Not Made in Paper Mills in Japan

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Abstracts

This study covers the latent demand outlook for sanitary paper products not made in paper mills 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 sanitary paper products not made in paper mills. 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 sanitary paper products not made in paper mills as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for sanitary paper products not made in paper mills is 3222915. It is for this definition that aggregate latent demand estimates are derived. Sanitary paper products not made in paper mills is specifically defined as follows:

3222915 Sanitary paper products (not made in paper mills)

32229151 Facial tissues & handkerchiefs, including sputum wipes (not made in paper mills)

32229152 Paper table napkins (not made in paper mills)

32229153 Toilet tissue, rolls and ovals (not made in paper mills)

32229154 Toilet tissue, retail packages, rolls and ovals, regular type, single ply, made from purchased sanitary paper stock or wadding

32229155 Toilet tissue, rolls and ovals, industrial, facial tissue, regular, interfolded and flat package type (not made in paper mills)

32229156 Paper towels (rolled, folded or interfolded) (not made in paper mills)

32229157 Paper towels, retail packages (rolled, folded, and interfolded), made from purchased sanitary paper stock or wadding

32229158 Other sanitary tissue paper products (except surgical and medical)

32229159 Other sanitary paper products (including industrial packaged toilet tissue (all types), paper wipers (except nonwoven), absorbent pads, etc.), made from purchased sanitary paper stock or wadding

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