

The 2022-2027 Outlook for Sanitary Tissue Paper Products in Japan

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Abstracts

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

The NAICS code for sanitary tissue paper products is 322121N. It is for this definition that aggregate latent demand estimates are derived. Sanitary tissue paper products is specifically defined as follows:

322121N Sanitary tissue paper products

322121N1 Facial tissues and handkerchiefs, including sputum wipes

322121N2 Paper table napkins, bulk & dispenser, industrial and retail

322121N3 Toilet tissue

322121N4 Toilet tissue, retail packages, rolls and ovals, regular type, single ply, made in paper mills

322121N5 Toilet tissue, rolls and ovals, industrial, and interfolded and flat package type (made in paper mills)

322121N6 Paper towels

322121N7 Paper towels, retail packages (rolled, folded, and interfolded), made in paper mills

322121N8 Other sanitary tissue paper products

322121N9 Other sanitary paper products (including industrial packaged toilet tissue (all types), paper wipers (except nonwoven), absorbent pads, etc.), made in paper mills

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