

The 2022-2027 Outlook for Sewing, Needlework, and Piece Goods Stores in Japan

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Abstracts

This study covers the latent demand outlook for sewing, needlework, and piece goods stores 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 sewing, needlework, and piece goods stores. 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 sewing, needlework, and piece goods stores as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for sewing, needlework, and piece goods stores is 45113. It is for this definition that aggregate latent demand estimates are derived. Sewing, needlework, and piece goods stores is specifically defined as follows:

45113 See industry description for 451130.

451130 This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.



4511301 Sewing, needlework, and piece goods stores

451130P Primary services

451130SM Other receipts



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