

The 2022-2027 Outlook for Sheets and Pillowcases in Japan

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Abstracts

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

The NAICS code for sheets and pillowcases is 3141293. It is for this definition that aggregate latent demand estimates are derived. Sheets and pillowcases is specifically defined as follows:

3141293 Sheets and pillowcases

31412930 Sheets and pillowcases (made from purchased fabrics), including crib-sizes

31412931 Sheets and pillowcases, made from purchased materials

3141293000 Sheets and pillowcases (made from purchased fabrics)

3141293001 Crib~size sheets

3141293003 Crib~size pillowcases

3141293007 Sheets (other than crib)

3141293009 Pillowcases (other than crib)

3141293100 Sheets and pillowcases, made from purchased materials

3141293101 Crib size sheets

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