

The 2022-2027 Outlook for Sheets and Pillowcases Made from Purchased Materials in Japan

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Abstracts

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

The NAICS code for sheets and pillowcases made from purchased materials is 31412931. It is for this definition that aggregate latent demand estimates are derived. Sheets and pillowcases made from purchased materials is specifically defined as follows:

31412931 Sheets and pillowcases, made from purchased materials

3141293100 Sheets and pillowcases, made from purchased materials

3141293101 Crib size sheets

3141293103 Crib size pillowcases

3141293109 Pillowcases (except crib size), chiefly polyester blends with cotton

31412931A7 Sheets (except crib size), chiefly polyester blends with cotton

31412931B7 Sheets (except crib size), all cotton and chiefly cotton

31412931B9 Pillowcases (except crib size), all other fabrics (except polyester and cotton)

31412931C7 Sheets (except crib size), all other fabrics (except polyester and cotton)

31412931C9 Pillowcases (except crib size), flannel

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