

The 2022-2027 Outlook for Specialty Cleaning and Sanitation Products in Japan

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Abstracts

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

The NAICS code for specialty cleaning and sanitation products is 3256125. It is for this definition that aggregate latent demand estimates are derived. Specialty cleaning and sanitation products is specifically defined as follows:

3256125 specialty cleaning and sanitation products

32561251 non-agricultural, industrial, and institutional disinfectants

32561252 dry laundry fabric softeners and rinses

32561253 air and room fresheners

32561254 specialty cleaning and sanitation products

325612540 consumer rug and upholstery cleaners

3256125111 non-agricultural, industrial, and institutional disinfectants

3256125211 dry laundry fabric softeners and rinses

3256125221 household liquid laundry fabric softeners and rinses

3256125231 industrial and institutional liquid laundry fabric softeners and rinses

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