

The 2022-2027 Outlook for Specialty Food Stores in Japan

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Abstracts

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

The NAICS code for specialty food stores is 4452. It is for this definition that aggregate latent demand estimates are derived. Specialty food stores is specifically defined as follows:

4452 This industry group comprises establishments primarily engaged in retailing specialized lines of food.

44521 See industry description for 445210.

44522 See industry description for 445220.

44523 See industry description for 445230.

44529 This industry comprises establishments primarily engaged in retailing specialty foods (except meat, fish, seafood, and fruits and vegetables) not for immediate consumption and not made on premises.

445200 Specialty food stores

445210 This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured meats and poultry. Delicatessen-type establishments primarily engaged in retailing fresh meat are included in this industry.

445220 This industry comprises establishments primarily engaged in retailing fresh, frozen, or cured fish and seafood products.

445230 This industry comprises establishments primarily engaged in retailing fresh fruits and vegetables.

445291 This U.S. industry comprises establishments primarily engaged in retailing baked goods not for immediate consumption and not made on the premises.

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