

The 2022-2027 Outlook for Tissue Paper and Other Machine-Creped Paper in Japan

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Abstracts

This study covers the latent demand outlook for tissue paper and other machine-creped paper 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 tissue paper and other machine-creped paper. 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 tissue paper and other machine-creped paper as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for tissue paper and other machine-creped paper is 322121G. It is for this definition that aggregate latent demand estimates are derived. Tissue paper and other machine-creped paper is specifically defined as follows:

322121G Tissue paper and other machine-creped paper

322121G1 Toilet tissue stock

322121G2 Toweling paper stock, except wiper stock

322121G3 Tissue paper and other machine creped paper, excluding toilet tissue stock and toweling paper stock

322121G111 Toilet tissue stock

322121G221 Toweling paper stock, except wiper stock

322121G331 Facial tissue stock, except toweling, napkin, and toilet

322121G341 Napkin paper stock, except sanitary napkin stock wadding

322121G351 Wiper tissue stock, regular, facial, and wadding stock

322121G361 Other sanitary paper stock, including sanitary napkin stock wadding, aseptic paper stock, reinforced paper stock, etc.

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