

The 2022-2027 Outlook for Towels and Washcloths in Japan

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Abstracts

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

The NAICS code for towels and washcloths is 3141295. It is for this definition that aggregate latent demand estimates are derived. Towels and washcloths is specifically defined as follows:

3141295 Towels and washcloths

31412950 Towels and washcloths (made from purchased fabrics)

31412951 Towels and washcloths, made from purchased materials

3141295010 Terry towels and washcloths, including other pile (made from purchased fabric)

3141295011 Terry towels (including other pile)

3141295013 Terry washcloths

3141295020 Other towels and washcloths, including huck and crash (made from purchased fabrics)

3141295021 Huck, crash, and other flat woven towels

3141295100 Towels and washcloths, made from purchased materials

3141295113 Terry wash cloths

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