

# The 2022-2027 Outlook for Uncoated Paper Bags in Japan

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## Abstracts

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

The NAICS code for uncoated paper bags is 3222241. It is for this definition that aggregate latent demand estimates are derived. Uncoated paper bags is specifically defined as follows:

3222241 Uncoated paper bags

32222411 Uncoated paper grocers' bags and sacks

32222412 Uncoated paper variety bags and pouches (merchandise) and shopping bags

32222413 All other uncoated paper bags and pouches (including specialty bags, mothproof bags, etc.)

322224111 Grocers' bags and sacks

322224112 Variety bags

322224113 Shopping bags

322224115 Other uncoated bags

3222241111 Uncoated paper grocers' bags and sacks

3222241221 Uncoated paper variety bags and pouches (merchandise)

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