

# The 2022-2027 Outlook for Wheat Flakes and Other Wheat Breakfast Foods in Japan

<https://marketpublishers.com/r/2E966B1690B7EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2E966B1690B7EN

## Abstracts

This study covers the latent demand outlook for wheat flakes and other wheat breakfast foods 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 wheat flakes and other wheat breakfast foods. 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 wheat flakes and other wheat breakfast foods as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for wheat flakes and other wheat breakfast foods is 311230112. It is for this definition that aggregate latent demand estimates are derived. Wheat flakes and other wheat breakfast foods is specifically defined as follows:

311230112 Wheat flakes and other wheat breakfast foods

3112301121 Ready to serve corn flakes and other corn breakfast foods (except infant cereals), without fruits or nuts

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