

The 2022-2027 Outlook for Wheat Flour Excluding Flour Mixes in Japan

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Abstracts

This study covers the latent demand outlook for wheat flour excluding flour mixes 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 flour excluding flour mixes. 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 flour excluding flour mixes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for wheat flour excluding flour mixes is 3112111. It is for this definition that aggregate latent demand estimates are derived. Wheat flour excluding flour mixes is specifically defined as follows:

3112111 Wheat flour, except flour mixes

31121111 Commercial dollar exports, all white flour types, made in flour mills

31121112 All other exports of white flour (including Public Law 480), made in flour mills

31121113 Bakers' and institutional white bread type flours, domestic shipments in bulk cars or trucks, made in flour mills

31121114 Bakers' and institutional white bread type flours, domestic shipments in containers (including tote bins), made in flour mills

31121115 Bakers' and institutional soft wheat flour, domestic shipments, made in flour mills

31121116 Family white flour (except self rising), domestic shipments, made in flour mills

31121117 Self rising family white flour, domestic shipments, made in flour mills

31121118 Whole wheat, durum, semolina, bulger, farina, and other wheat flour, except flour mixes, made in flour mills

311211111 Commercial dollar exports, all white flour types, made in flour mills

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