

The 2022-2027 Outlook for Wheat Mill Products Excluding Flour in Japan

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Abstracts

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

The NAICS code for wheat mill products excluding flour is 3112114. It is for this definition that aggregate latent demand estimates are derived. Wheat mill products excluding flour is specifically defined as follows:

3112114 Wheat mill products other than flour

31121141 Wheat mill products (including feed, wheat germ, wheat bran, etc.), except flour

3112114111 Wheat mill feed

3112114113 Wheat millfeed (bran, middlings, and shorts) produced in the manufacture of flour to be shipped in package tons

3112114121 Other wheat mill products (including wheat germ, wheat bran, etc.), except flour and mill feed

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