

The 2022-2027 Outlook for Whole and Parts of Turkeys in Japan

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Abstracts

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

The NAICS code for whole and parts of turkeys is 3116157. It is for this definition that aggregate latent demand estimates are derived. Whole and parts of turkeys is specifically defined as follows:

3116157 Turkeys (including frozen whole or parts)

31161571 Fryer roaster turkeys (usually under 16 weeks of age), whole (including frozen)

31161572 Young turkeys (mature) (usually 4 to 7 months of age), whole (including frozen)

31161573 Whole old turkeys (breeders) (usually over 12 months of age), and turkey parts (including frozen)

3116157111 Fryer roaster turkeys (usually under 16 weeks of age), whole (including frozen)

3116157221 Young turkeys (mature) (usually 4 to 7 months of age), whole (including frozen)

3116157331 Old turkeys (breeders) (usually over 12 months of age), whole (including frozen)

3116157341 Turkey parts, including ground turkey, turkey cutlets, etc. (including frozen)

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