

# The 2022-2027 Outlook for Whole Wheat, Durum, Semolina, Bulgur, Farina, and Other Wheat Flour Made in Flour Mills in Japan

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## Abstracts

This study covers the latent demand outlook for whole wheat, durum, semolina, bulgur, farina, and other wheat flour made in flour mills 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 whole wheat, durum, semolina, bulgur, farina, and other wheat flour made in flour mills 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 whole wheat, durum, semolina, bulgur, farina, and other wheat flour made in flour mills excluding flour mixes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for whole wheat, durum, semolina, bulgur, farina, and other wheat flour made in flour mills excluding flour mixes is 31121118. It is for this definition that aggregate latent demand estimates are derived. Whole wheat, durum, semolina, bulgur, farina, and other wheat flour made in flour mills excluding flour mixes is specifically defined as follows:

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

31121118C1 Whole wheat flour, made in flour mills

31121118D1 Durum flour and semolina, made in flour mills

31121118D2 Straight semolina and durum flour

31121118D5 Blended semolina and durum flour

31121118E1 Bulgur flour, made in flour mills

31121118F1 Other wheat flour, including farina, made in flour mills

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