

# The 2022-2027 Outlook for Wine, Brandy, and Brandy Spirits in Japan

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## Abstracts

This study covers the latent demand outlook for wine, brandy, and brandy spirits 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 wine, brandy, and brandy spirits. 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 wine, brandy, and brandy spirits as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for wine, brandy, and brandy spirits is 3121300. It is for this definition that aggregate latent demand estimates are derived. Wine, brandy, and brandy spirits is specifically defined as follows:

3121300 WINE, BRANDY, AND BRANDY SPIRITS

31213001 White grape wines, 14 percent or less

31213002 Red grape wines, 14 percent or less

31213003 Rose grape wines, 14 percent or less

31213004 Other fruit and berry wines, 14 percent or less

31213005 Dessert wines (excluding specialties)

31213006 Effervescent wines, including sparkling wines (naturally and artificially carbonated)

31213007 Wine coolers

31213008 All other wines, brandy, and brandy spirits

31213009 Brandy and spirits removed from receiving tanks

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