

The 2022-2027 Outlook for Women's Footwear Excluding Athletic Shoes in Japan

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Abstracts

This study covers the latent demand outlook for women's footwear excluding athletic shoes 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 women's footwear excluding athletic shoes. 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 women's footwear excluding athletic shoes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for women's footwear excluding athletic shoes is 3162140. It is for this definition that aggregate latent demand estimates are derived. Women's footwear excluding athletic shoes is specifically defined as follows:

3162140 WOMEN'S FOOTWEAR, EXCEPT ATHLETIC

31621400 Women's footwear, except athletic (size run 4 and larger)

31621401 Women's footwear, except athletic (size run 4 and larger)

3162140000 Women's footwear, except athletic (size run 4 and larger)

3162140011 Women's nonrubber shoes, sandals

3162140021 Women's nonrubber shoes, dress and casual (except sandals)

3162140031 Women's nonrubber shoes, uniform duty

3162140041 Women's nonrubber boots, ankle height or higher

3162140100 Women's footwear, except athletic (size run 4 and larger)

3162140121 Women's nonrubber dress and casual shoes (except sandals)

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