

The 2022-2027 Outlook for Women's, Girls', and Infants' Fabric Hats Excluding Felt Hats in Japan

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Abstracts

This study covers the latent demand outlook for women's, girls', and infants' fabric hats excluding felt hats 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, girls', and infants' fabric hats excluding felt hats. 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, girls', and infants' fabric hats excluding felt hats as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for women's, girls', and infants' fabric hats excluding felt hats is 31599151. It is for this definition that aggregate latent demand estimates are derived. Women's, girls', and infants' fabric hats excluding felt hats is specifically defined as follows:

31599151 Women's, girls', and infants' fabric hats, except felt

3159915111 Women's, misses', juniors', girls', little boys', and infants' fur~felt and

wool~felt millinery dozen

3159915114 Women's, girls', and infants' fabric hats, except felt

3159915121 Women's, misses', juniors', girls', little boys', and infants' fabrics millinery, made from all types of fabrics (including ribbon and pile fabrics) dozen

3159915131 Women's, misses', juniors', girls', little boys', and infants' all other millinery, including flowered millinery, straw (natural or synthetic), whimses, miniatures, and hat frames dozen

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