

The 2022-2027 Outlook for Women's, Misses', Juniors', and Girls' Knit Shirts and Blouses in Japan

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Abstracts

This study covers the latent demand outlook for women's, misses', juniors', and girls' knit shirts and blouses 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, misses', juniors', and girls' knit shirts and blouses. 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, misses', juniors', and girls' knit shirts and blouses as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for women's, misses', juniors', and girls' knit shirts and blouses is 3152321. It is for this definition that aggregate latent demand estimates are derived. Women's, misses', juniors', and girls' knit shirts and blouses is specifically defined as follows:

3152321 Women's, misses', juniors', and girls' knit shirts and blouses

31523210 Women's, misses', and juniors' knit shirts and blouses (polo, tennis, cowl, tank, T~shirts, sweat, etc.), made from purchased fabrics

31523211 Girls', knit shirts and blouses (polo, tennis, tank, sweat, T~shirts for outerwear, etc.), made from purchased fabrics

31523212 Women's and girls' knit shirts and blouses (including polo, tank tops, sweat and t shirts), made from purchased fabrics

3152321010 Women's, misses', and juniors' knit shirts and blouses (polo, tennis, cowl, tank, T~shirts, sweat, etc.), made from purchased fabrics

3152321011 Women's, misses', and juniors' knit T~shirts and tank tops made for outerwear

3152321013 Women's, misses', and juniors' sweatshirts

3152321015 Women's, misses', and juniors' other knit blouses and shirts

3152321120 Girls' knit shirts and blouses (polo, tennis, tank, sweat, T~shirts for outerwear, etc.), made from purchased fabrics

3152321122 Girls' knit T~shirts and tank tops for outerwear

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