

The 2022-2027 Outlook for Women's, Misses', Juniors', and Girls' Nightwear Excluding Robes in Japan

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Abstracts

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

The NAICS code for women's, misses', juniors', and girls' nightwear excluding robes is 3152313. It is for this definition that aggregate latent demand estimates are derived. Women's, misses', juniors', and girls' nightwear excluding robes is specifically defined as follows:

3152313 Women's, misses', juniors', and girls' nightwear, except robes

31523130 Women's, misses', juniors', and girls' nightwear (including pajamas, gowns, etc.), except robes, etc., intended for separate sale

31523131 Women's and girls' nightwear, except robes, made from purchased fabrics

3152313010 Women's, misses', and juniors', nightwear (including pajamas, gowns, etc.), except robes, etc., made from purchased fabrics

3152313011 Women's, misses', and juniors' nightgowns, pajamas, and other nightwear

3152313020 Girls', nightwear (including pajamas, gowns, etc.), except robes, etc., made from purchased fabrics

3152313022 Girls' nightgowns, pajamas, and other nightwear

3152313100 Women's and girls' nightwear, except robes, made from purchased fabrics

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