

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

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Abstracts

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

The NAICS code for women's, misses', juniors', and girls' underwear is 3152311. It is for this definition that aggregate latent demand estimates are derived. Women's, misses', juniors', and girls' underwear is specifically defined as follows:

3152311 Women's, misses', juniors', and girls' underwear

31523110 Women's, misses', juniors', and girls' underwear, except brassieres, corsets, and girdles (including slips, teddies, etc.), made from purchased fabrics

31523111 Women's and girls' underwear, including slips and teddies (except foundation garments), made from purchased fabrics

3152311010 Women's, misses', and juniors' underwear, (including slips, teddies, underpants, etc.) except brassieres, corsets, and girdles (including slips, teddies, etc.), made from purchased fabrics

3152311011 Women's, misses', and juniors' other underwear, including camisoles, teddies, undershirts and union suits

3152311013 Women's, misses', and juniors' panties

3152311015 Women's, misses', and juniors' slips

3152311020 Girls' underwear, except brassieres, corsets, and girdles (including slips, teddies, etc.) made from purchased fabrics

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3152311024 Girls' panties

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