

# The 2023-2028 Outlook for Car Air Fresheners in Japan

https://marketpublishers.com/r/2EEE166734D0EN.html

Date: November 2022

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2EEE166734D0EN

# **Abstracts**

This study covers the latent demand outlook for car air fresheners 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 car air fresheners. 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.

In this report we define the sales of car air fresheners as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include ABRO Industries, ACS Giftware Industrial, Ltd., ADA Electrotech (Xiamen) Company, Air Delights, American Cover, Amway, California Scents, Car Freshner Corporation, Carmate Manufacturing Company, Ltd., Chic Accessories, Church & Dwight, Farcent, Godrej Consumer Products, Henkel, Jenray Product, Procter Gamble Coamong, Liby, Ludao, Procter & Gamble, Reckitt Benckiser, S.C. Johnson & Son, SC Johnson, and ST. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current



values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).



#### **Contents**

#### 1 INTRODUCTION

- 1.1 OVERVIEW
- 1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?
- 1.3 THE METHODOLOGY
- 1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION
- 1.3.2 STEP 2. FILTERING AND SMOOTHING
- 1.3.3 STEP 3. FILLING IN MISSING VALUES
- 1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION
- 1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION
- 1.3.6 STEP 6. AGGREGATION AND BENCHMARKING
- 1.4 FREQUENTLY ASKED QUESTIONS (FAQ)
  - 1.4.1 CATEGORY DEFINITION
  - 1.4.2 UNITS
  - 1.4.3 METHODOLOGY

#### 2 SUMMARY OF FINDINGS

- 2.1 LATENT DEMAND IN JAPAN
- 2.2 TOP 100 CITIES SORTED BY RANK
- 2.3 LATENT DEMAND BY YEAR IN JAPAN

#### 3 AICHI

- 3.1 LATENT DEMAND BY YEAR AICHI
- 3.2 CITIES SORTED BY RANK AICHI
- 3.3 CITIES SORTED ALPHABETICALLY AICHI

#### 4 AKITA

- 4.1 LATENT DEMAND BY YEAR AKITA
- 4.2 CITIES SORTED BY RANK AKITA
- 4.3 CITIES SORTED ALPHABETICALLY AKITA

#### **5 AOMORI**

5.1 LATENT DEMAND BY YEAR - AOMORI



- 5.2 CITIES SORTED BY RANK AOMORI
- 5.3 CITIES SORTED ALPHABETICALLY AOMORI

#### 6 CHIBA

- 6.1 LATENT DEMAND BY YEAR CHIBA
- 6.2 CITIES SORTED BY RANK CHIBA
- 6.3 CITIES SORTED ALPHABETICALLY CHIBA

#### **7 EHIME**

- 7.1 LATENT DEMAND BY YEAR EHIME
- 7.2 CITIES SORTED BY RANK EHIME
- 7.3 CITIES SORTED ALPHABETICALLY EHIME

#### 8 FUKUI

- 8.1 LATENT DEMAND BY YEAR FUKUI
- 8.2 CITIES SORTED BY RANK FUKUI
- 8.3 CITIES SORTED ALPHABETICALLY FUKUI

#### 9 FUKUOKA

- 9.1 LATENT DEMAND BY YEAR FUKUOKA
- 9.2 CITIES SORTED BY RANK FUKUOKA
- 9.3 CITIES SORTED ALPHABETICALLY FUKUOKA

#### **10 FUKUSHIMA**

- 10.1 LATENT DEMAND BY YEAR FUKUSHIMA
- 10.2 CITIES SORTED BY RANK FUKUSHIMA
- 10.3 CITIES SORTED ALPHABETICALLY FUKUSHIMA

## 11 GIFU

- 11.1 LATENT DEMAND BY YEAR GIFU
- 11.2 CITIES SORTED BY RANK GIFU
- 11.3 CITIES SORTED ALPHABETICALLY GIFU



#### **12 GUMMA**

- 12.1 LATENT DEMAND BY YEAR GUMMA
- 12.2 CITIES SORTED BY RANK GUMMA
- 12.3 CITIES SORTED ALPHABETICALLY GUMMA

#### 13 HIROSHIMA

- 13.1 LATENT DEMAND BY YEAR HIROSHIMA
- 13.2 CITIES SORTED BY RANK HIROSHIMA
- 13.3 CITIES SORTED ALPHABETICALLY HIROSHIMA

#### 14 HOKKAIDO

- 14.1 LATENT DEMAND BY YEAR HOKKAIDO
- 14.2 CITIES SORTED BY RANK HOKKAIDO
- 14.3 CITIES SORTED ALPHABETICALLY HOKKAIDO

#### 15 HYOGO

- 15.1 LATENT DEMAND BY YEAR HYOGO
- 15.2 CITIES SORTED BY RANK HYOGO
- 15.3 CITIES SORTED ALPHABETICALLY HYOGO

#### **16 IBARAKI**

- 16.1 LATENT DEMAND BY YEAR IBARAKI
- 16.2 CITIES SORTED BY RANK IBARAKI
- 16.3 CITIES SORTED ALPHABETICALLY IBARAKI

#### 17 ISHIKAWA

- 17.1 LATENT DEMAND BY YEAR ISHIKAWA
- 17.2 CITIES SORTED BY RANK ISHIKAWA
- 17.3 CITIES SORTED ALPHABETICALLY ISHIKAWA

#### 18 IWATE

18.1 LATENT DEMAND BY YEAR - IWATE



# 18.2 CITIES SORTED BY RANK - IWATE 18.3 CITIES SORTED ALPHABETICALLY - IWATE

#### 19 KAGAWA

- 19.1 LATENT DEMAND BY YEAR KAGAWA
- 19.2 CITIES SORTED BY RANK KAGAWA
- 19.3 CITIES SORTED ALPHABETICALLY KAGAWA

#### **20 KAGOSHIMA**

- 20.1 LATENT DEMAND BY YEAR KAGOSHIMA
- 20.2 CITIES SORTED BY RANK KAGOSHIMA
- 20.3 CITIES SORTED ALPHABETICALLY KAGOSHIMA

#### 21 KANAGAWA

- 21.1 LATENT DEMAND BY YEAR KANAGAWA
- 21.2 CITIES SORTED BY RANK KANAGAWA
- 21.3 CITIES SORTED ALPHABETICALLY KANAGAWA

#### 22 KOCHI

- 22.1 LATENT DEMAND BY YEAR KOCHI
- 22.2 CITIES SORTED BY RANK KOCHI
- 22.3 CITIES SORTED ALPHABETICALLY KOCHI

#### 23 KUMAMOTO

- 23.1 LATENT DEMAND BY YEAR KUMAMOTO
- 23.2 CITIES SORTED BY RANK KUMAMOTO
- 23.3 CITIES SORTED ALPHABETICALLY KUMAMOTO

#### **24 KYOTO**

- 24.1 LATENT DEMAND BY YEAR KYOTO
- 24.2 CITIES SORTED BY RANK KYOTO
- 24.3 CITIES SORTED ALPHABETICALLY KYOTO



#### **25 MIE**

- 25.1 LATENT DEMAND BY YEAR MIE
- 25.2 CITIES SORTED BY RANK MIE
- 25.3 CITIES SORTED ALPHABETICALLY MIE

#### 26 MIYAGI

- 26.1 LATENT DEMAND BY YEAR MIYAGI
- 26.2 CITIES SORTED BY RANK MIYAGI
- 26.3 CITIES SORTED ALPHABETICALLY MIYAGI

#### **27 MIYAZAKI**

- 27.1 LATENT DEMAND BY YEAR MIYAZAKI
- 27.2 CITIES SORTED BY RANK MIYAZAKI
- 27.3 CITIES SORTED ALPHABETICALLY MIYAZAKI

#### 28 NAGANO

- 28.1 LATENT DEMAND BY YEAR NAGANO
- 28.2 CITIES SORTED BY RANK NAGANO
- 28.3 CITIES SORTED ALPHABETICALLY NAGANO

#### 29 NAGASAKI

- 29.1 LATENT DEMAND BY YEAR NAGASAKI
- 29.2 CITIES SORTED BY RANK NAGASAKI
- 29.3 CITIES SORTED ALPHABETICALLY NAGASAKI

#### **30 NARA**

- 30.1 LATENT DEMAND BY YEAR NARA
- 30.2 CITIES SORTED BY RANK NARA
- 30.3 CITIES SORTED ALPHABETICALLY NARA

### 31 NIIGATA

31.1 LATENT DEMAND BY YEAR - NIIGATA



# 31.2 CITIES SORTED BY RANK - NIIGATA 31.3 CITIES SORTED ALPHABETICALLY - NIIGATA

#### **32 OITA**

- 32.1 LATENT DEMAND BY YEAR OITA
- 32.2 CITIES SORTED BY RANK OITA
- 32.3 CITIES SORTED ALPHABETICALLY OITA

#### **33 OKAYAMA**

- 33.1 LATENT DEMAND BY YEAR OKAYAMA
- 33.2 CITIES SORTED BY RANK OKAYAMA
- 33.3 CITIES SORTED ALPHABETICALLY OKAYAMA

#### **34 OKINAWA**

- 34.1 LATENT DEMAND BY YEAR OKINAWA
- 34.2 CITIES SORTED BY RANK OKINAWA
- 34.3 CITIES SORTED ALPHABETICALLY OKINAWA

#### 35 OSAKA

- 35.1 LATENT DEMAND BY YEAR OSAKA
- 35.2 CITIES SORTED BY RANK OSAKA
- 35.3 CITIES SORTED ALPHABETICALLY OSAKA

#### 36 SAGA

- 36.1 LATENT DEMAND BY YEAR SAGA
- 36.2 CITIES SORTED BY RANK SAGA
- 36.3 CITIES SORTED ALPHABETICALLY SAGA

#### **37 SAITAMA**

- 37.1 LATENT DEMAND BY YEAR SAITAMA
- 37.2 CITIES SORTED BY RANK SAITAMA
- 37.3 CITIES SORTED ALPHABETICALLY SAITAMA



#### 38 SHIGA

- 38.1 LATENT DEMAND BY YEAR SHIGA
- 38.2 CITIES SORTED BY RANK SHIGA
- 38.3 CITIES SORTED ALPHABETICALLY SHIGA

#### **39 SHIMANE**

- 39.1 LATENT DEMAND BY YEAR SHIMANE
- 39.2 CITIES SORTED BY RANK SHIMANE
- 39.3 CITIES SORTED ALPHABETICALLY SHIMANE

#### **40 SHIZUOKA**

- 40.1 LATENT DEMAND BY YEAR SHIZUOKA
- 40.2 CITIES SORTED BY RANK SHIZUOKA
- 40.3 CITIES SORTED ALPHABETICALLY SHIZUOKA

#### 41 TOCHIGI

- 41.1 LATENT DEMAND BY YEAR TOCHIGI
- 41.2 CITIES SORTED BY RANK TOCHIGI
- 41.3 CITIES SORTED ALPHABETICALLY TOCHIGI

#### **42 TOKUSHIMA**

- 42.1 LATENT DEMAND BY YEAR TOKUSHIMA
- 42.2 CITIES SORTED BY RANK TOKUSHIMA
- 42.3 CITIES SORTED ALPHABETICALLY TOKUSHIMA

#### **43 TOKYO**

- 43.1 LATENT DEMAND BY YEAR TOKYO
- 43.2 CITIES SORTED BY RANK TOKYO
- 43.3 CITIES SORTED ALPHABETICALLY TOKYO

### **44 TOTTORI**

44.1 LATENT DEMAND BY YEAR - TOTTORI



# 44.2 CITIES SORTED BY RANK - TOTTORI 44.3 CITIES SORTED ALPHABETICALLY - TOTTORI

#### **45 TOYAMA**

- 45.1 LATENT DEMAND BY YEAR TOYAMA
- 45.2 CITIES SORTED BY RANK TOYAMA
- 45.3 CITIES SORTED ALPHABETICALLY TOYAMA

#### **46 WAKAYAMA**

- 46.1 LATENT DEMAND BY YEAR WAKAYAMA
- 46.2 CITIES SORTED BY RANK WAKAYAMA
- 46.3 CITIES SORTED ALPHABETICALLY WAKAYAMA

#### **47 YAMAGATA**

- 47.1 LATENT DEMAND BY YEAR YAMAGATA
- 47.2 CITIES SORTED BY RANK YAMAGATA
- 47.3 CITIES SORTED ALPHABETICALLY YAMAGATA

#### **48 YAMAGUCHI**

- 48.1 LATENT DEMAND BY YEAR YAMAGUCHI
- 48.2 CITIES SORTED BY RANK YAMAGUCHI
- 48.3 CITIES SORTED ALPHABETICALLY YAMAGUCHI

#### 49 YAMANASHI

- 49.1 LATENT DEMAND BY YEAR YAMANASHI
- 49.2 CITIES SORTED BY RANK YAMANASHI
- 49.3 CITIES SORTED ALPHABETICALLY YAMANASHI

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