

# The 2023-2028 Outlook for Corn Oils in Japan

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## Abstracts

This study covers the latent demand outlook for corn oils 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 corn oils. 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 corn oils as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for corn oils is 3112218. It is for this definition that aggregate latent demand estimates are derived. Corn oils is specifically defined as follows:

3112218 CORN OIL

31122181 Corn oil

3112218111 Crude corn oil

3112218121 Once refined corn oil, after alkali or caustic wash, but before deodorizing or use in end products, made from oilseeds crushed in the same establishment

3112218131 Fully refined corn oil, including margarine oil, made from seeds crushed in the same establishment

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