

The 2023-2028 Outlook for Dog Foods in Japan

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Abstracts

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

The NAICS code for dog foods is 3111111. It is for this definition that aggregate latent demand estimates are derived. Dog foods is specifically defined as follows:

3111111 DOG FOOD

31111111 Canned dog food

31111112 Dry and semi moist dog food, shipped in packages less than 25 lb

31111113 Dry and semi moist dog food, shipped in packages 25 lb or more

311111111 Canned ration type dog food

311111121 Other canned dog food

311111231 Dry and semi moist dog food, shipped in packages less than 25 lb

311111341 Dry and semi moist dog food, shipped in packages 25 lb or more

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