

The 2023-2028 Outlook for Liquid Coconut Milk in Japan

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Abstracts

This study covers the latent demand outlook for liquid coconut milk 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 liquid coconut milk. 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 liquid coconut milk 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 Celebes Coconut, Charoen Pokphand Foods Public Company, Chef's Choice Foods Manufacturer Company, Ducoco Alimentos, Fresh Fruit Ingredients, Goya Foods, GraceKennedy Limited (Jamaica), M&S Food Industries Sdn., McCormick & Company, Pacific Foods of Oregon, Sambu Group, Thai Agri Foods Public Company, and The WhiteWave Foods Company. 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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- 50.1 DISCLAIMERS & SAFE HARBOR
- 50.2 ICON GROUP INTERNATIONAL, INC. USER AGREEMENT PROVISIONS



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