

The 2023-2028 Outlook for White Spirits in Japan

<https://marketpublishers.com/r/2E307C4A4436EN.html>

Date: November 2022

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2E307C4A4436EN

Abstracts

This study covers the latent demand outlook for white spirits 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 white spirits. 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 white spirits 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 Al Sanea Chemical Products, Bacardi, Banner Chemicals Limited (Distributor), Beam Suntory, Bharat Petroleum Corporation Limited (BPCL), BKM Resources, Inc, Brenntag AG (Distributor), Bruchem, CEPESA, Constellation Brands, DHC Solvent Chemie, Diageo, Eagle Petroleum, ExxonMobil, Ganga Rasayanie Pvt, Ltd, GSB Chemical Co. Pty, Gulf Factory for White Solvent, Haltermann Carless, Hite Jinro Company, Ltd, Idemitsu Kosan Company, Indian Oil Corporation Limited (IOCL), K H Chemicals, MIGUEL TORRES SA, Neste, Pernod Ricard, Pon Pure Chemicals Group, Radico Khaitan, Remy Cointreau, Royal Dutch Shell, Stock Spirits Group, ThaiOil Group, Total SA, and Türkiye Petrol Rafinerileri A.S.. 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).

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