

The 2023-2028 Outlook for Hand Dryers in Japan

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Abstracts

This study covers the latent demand outlook for hand dryers 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 hand dryers. 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 hand dryers as including all commonly understood products falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include American Dryer, Aqualoo- West Coast Commercial Industries (WCCI) Pty, Ltd., Bio JetDrier, Bobrick Washroom Equipment, Bradley, Dyson, ELECTROSTAR, Euronics Industries Pvt, European Tissue, Excel Dryer, GROUPE JVD, Hokwang Industries, Jaguar Group Sdn. Bhd, JVD SaS, Mitsubishi Electric, Palmer Fixture, Panasonic Corporation, Penson & Company, Saniflow, SAVORTEX, Siemens, SPL NZ, Taishan Jie Da Electrical Company, Ltd., Tashan Jie Da Electrical Company, Ltd., The Hygiene Company, Toshi Automatic Systems Pvt, Ltd., TOTO, United Technologies, Veltia UK, Warner Howard, and World Dryer. 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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