

The 2022-2027 Outlook for Home, Portable, and Automotive Audio Equipment Excluding Speakers in Japan

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Abstracts

This study covers the latent demand outlook for home, portable, and automotive audio equipment excluding speakers 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 home, portable, and automotive audio equipment excluding speakers. 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 home, portable, and automotive audio equipment excluding speakers as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for home, portable, and automotive audio equipment excluding speakers is 3343101. It is for this definition that aggregate latent demand estimates are derived. Home, portable, and automotive audio equipment excluding speakers is specifically defined as follows:

3343101 Home, portable & automotive audio equipment, except speakers

33431010 Home, portable, and automobile radios and radio~phonograph~tape recorder~ compact disc combinations

33431011 Home, portable, and automobile radios and radio phonograph tape recorder compact disc combinations

3343101000 Home, portable, and automobile radios and radio~phonograph~tape recorder~ compact disc combinations

3343101001 Automotive AM~FM radios with tape player combinations

3343101004 All other automotive audio equipment

3343101100 Home, portable, and automobile radios and radio phonograph tape recorder compact disc combinations

3343101101 Automotive audio equipment (except speakers), AM FM radios with tape player combinations

3343101104 All other automotive audio equipment (except speakers), including equalizers and amplifiers

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