

# The 2022-2027 Outlook for Household Electric Water Heaters for Permanent Installation in Japan

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## Abstracts

This study covers the latent demand outlook for household electric water heaters for permanent installation 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 household electric water heaters for permanent installation. 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 household electric water heaters for permanent installation as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for household electric water heaters for permanent installation is 33522811. It is for this definition that aggregate latent demand estimates are derived. Household electric water heaters for permanent installation is specifically defined as follows:

33522811 Household water heaters, electric, for permanent installation

3352281100 Household water heaters, electric, for permanent installation

3352281111 Water heaters, electric (for permanent installation), storage type, 34 gallons and under (under 132 liters)

3352281113 Water heaters, electric (for permanent installation), storage type, 35 to 44 gallons (132 but under 170 liters)

3352281115 Water heaters, electric (for permanent installation), storage type, 45 to 54 gallons (170 but under 208 liters)

3352281117 Water heaters, electric (for permanent installation), storage type, 55 gallons and over (208 liters and over)

3352281119 Water heaters, electric (for permanent installation), other types, including circulating and portable storage

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