

# The 2022-2027 Outlook for Household Refrigerators and Combination Refrigerator-Freezers in Japan

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## Abstracts

This study covers the latent demand outlook for household refrigerators and combination refrigerator-freezers 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 refrigerators and combination refrigerator-freezers. 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 refrigerators and combination refrigerator-freezers as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for household refrigerators and combination refrigerator-freezers is 3352221. It is for this definition that aggregate latent demand estimates are derived. Household refrigerators and combination refrigerator-freezers is specifically defined as follows:

3352221 Household refrigerators, including combination refrigerator-freezers

33522210 Household refrigerators, including combination refrigerator~freezers

33522211 Household refrigerators, including combination refrigerator freezers

3352221000 Household refrigerators, including combination refrigerator~freezers

3352221011 Household refrigerators, compression type, fitted with separate external doors, 9.4 cu ft and under (under 269 liters)

3352221013 Household refrigerators, compression type, fitted with separate external doors, 9.5 to 13.4 cu ft (269 liters but under 382 liters)

3352221015 Household refrigerators, compression type, fitted with separate external doors, 13.5 to 15.4 cu ft (382 liters but under 438 liters)

3352221017 Household refrigerators, compression type, fitted with separate external doors, 15.5 to 17.4 cu ft (438 liters but under 495 liters)

3352221019 Household refrigerators, compression type, fitted with separate external doors, 17.5 to 19.4 cu ft (495 liters but under 552 liters)

3352221021 Household refrigerators, compression type, fitted with separate external doors, 19.5 to 21.4 cu ft (552 liters but under 608 liters)

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