

# The 2022-2027 Outlook for Infants' and Children's Wood Furniture in Japan

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## Abstracts

This study covers the latent demand outlook for infants' and children's wood furniture excluding custom furniture sold at retail directly to the customer 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 infants' and children's wood furniture excluding custom furniture sold at retail directly to the customer. 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 infants' and children's wood furniture excluding custom furniture sold at retail directly to the customer as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for infants' and children's wood furniture excluding custom furniture sold at retail directly to the customer is 337122A. It is for this definition that aggregate latent demand estimates are derived. Infants' and children's wood furniture excluding custom furniture sold at retail directly to the customer is specifically defined as follows:

**337122A INFANTS' AND CHILDREN'S WOOD FURNITURE (EXCEPT CUSTOM**

**SOLD DIRECTLY TO THE CUSTOMER AT RETAIL)**

337122A1 Infants' and children's wood furniture (except custom sold directly to the customer at retail)

337122A111 Infants' and children's wood cribs (except custom sold directly to the customer at retail), including springs sold as part of the crib

337122A121 Infants' and children's wood seating (chairs, nursery seats, high chairs, etc.)

337122A131 Other infants' and children's wood bedroom furniture (except custom sold directly to the customer at retail), including youth beds

337122A141 Other infants' and children's nonupholstered wood furniture

337122A151 Other infants' and children's nonupholstered wood furniture (except custom sold directly to the customer at retail), including wood seating, such as chairs, high chairs, and nursery seats

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