

The 2022-2027 Outlook for Interior and Exterior Rough Softwood Plywood in Japan

<https://marketpublishers.com/r/2591CD40E134EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2591CD40E134EN

Abstracts

This study covers the latent demand outlook for interior and exterior rough softwood plywood 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 interior and exterior rough softwood plywood. 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 interior and exterior rough softwood plywood as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for interior and exterior rough softwood plywood is 3212123. It is for this definition that aggregate latent demand estimates are derived. Interior and exterior rough softwood plywood is specifically defined as follows:

3212123 Softwood plywood, rough, incl. touch sanded, interior and exterior

32121231 Interior softwood plywood, rough, including touch sanded, C D exterior glue

32121232 Interior softwood plywood, rough, including touch sanded, underlayment

exterior glue

32121233 Other interior softwood plywood, rough, including touch sanded

32121234 Exterior softwood plywood, rough, including touch sanded, C ~ C and C ~ C plugged

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