

# The 2022-2027 Outlook for Janitorial Services in Japan

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## Abstracts

This study covers the latent demand outlook for janitorial services 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 janitorial services. 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 janitorial services as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for janitorial services is 56172. It is for this definition that aggregate latent demand estimates are derived. Janitorial services is specifically defined as follows:

56172 See industry description for 561720.

561720 This industry comprises establishments primarily engaged in cleaning building interiors, interiors of transportation equipment (e.g., aircraft, rail cars, ships), and/or windows.

5617203 Nonresidential cleaning services

5617204 Residential cleaning services

561720P Primary services

561720SM Other receipts

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