

The 2022-2027 Outlook for Letterpress Advertising Printing in Japan

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Abstracts

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

The NAICS code for letterpress advertising printing is 3231199. It is for this definition that aggregate latent demand estimates are derived. Letterpress advertising printing is specifically defined as follows:

3231199 Advertising printing, letterpress

32311991 Advertising printing (letterpress)

3231199111 Direct mail advertising printing (letterpress), including circulars, letters,

pamphlets, cards, and printed envelopes

3231199116 Display advertising poster printing (letterpress), including outdoor advertising, car cards, window, etc

3231199119 Display advertising printing (letterpress), including posters, floor, counter, point of purchase, window, and outdoor advertising materials

3231199121 Counter, floor display, point-of-purchase, and other display advertising material printing (letterpress)

3231199126 Preprinted newspaper advertising insert printing (letterpress) (advertising supplements not regularly issued), rolls, including hi-fi and spectacular

3231199131 Preprinted newspaper advertising insert printing (letterpress) (advertising supplements not regularly issued), sections (two pages or more)

3231199136 Shopping news printing (letterpress)

3231199141 Other advertising printing (letterpress), including brochures, pamphlets, book jackets, magazine inserts, circular folders, etc.

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