

# The 2022-2027 Outlook for Lithographic Advertising Printing in Japan

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## Abstracts

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

The NAICS code for lithographic advertising printing is 3231109. It is for this definition that aggregate latent demand estimates are derived. Lithographic advertising printing is specifically defined as follows:

3231109 Advertising printing (lithographic) (offset)

32311091 Direct mail advertising printing (lithographic) incl. circulars, cards, etc.

32311092 Advertising printing (lithographic) except direct mail advertising

3231109111 Direct mail advertising printing (lithographic), including circulars, letters, pamphlets, cards, etc., sheet fed

3231109113 Direct mail advertising printing (lithographic), including circulars, letters, pamphlets, cards, etc., web fed

3231109221 Display advertising poster printing (lithographic), including outdoor advertising, car cards, window, etc.

3231109226 Counter, floor display, point of purchase, and other advertising display material printing (lithographic), sheet fed

3231109228 Counter, floor display, point of purchase, and other advertising display material printing (lithographic), web fed

3231109236 Preprinted newspaper advertising insert printing (lithographic) (advertising supplements not regularly issued), rolls, including hi fi and spectacolor

3231109241 Preprinted newspaper advertising insert printing (lithographic) (advertising supplements not regularly issued), sections (two pages or more)

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