

The 2022-2027 Outlook for Lithographic Financial and Legal Printing in Japan

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Abstracts

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

The NAICS code for lithographic financial and legal printing is 3231107. It is for this definition that aggregate latent demand estimates are derived. Lithographic financial and legal printing is specifically defined as follows:

3231107 Financial and legal printing (lithographic) (offset)

32311071 Financial and legal printing (lithographic)

3231107111 SEC filing and prospectus printing (lithographic), sheet fed

3231107113 SEC filing and prospectus printing (lithographic), web fed

3231107121 Annual report and other corporate financial printing (lithographic), sheet fed

3231107123 Annual report and other corporate financial printing (lithographic), web fed

3231107131 Other financial and legal printing (lithographic), including insurance forms, briefs, etc. (except checkbooks), sheet fed

3231107133 Other financial and legal printing (lithographic), including insurance forms, briefs, etc. (except checkbooks), web fed

3231107141 Bank printing (lithographic), excluding bank forms and checkbooks, sheet fed

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