

# The 2022-2027 Outlook for Local Messenger and Delivery Services in Japan

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## Abstracts

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

The NAICS code for local messenger and delivery services is 4922. It is for this definition that aggregate latent demand estimates are derived. Local messenger and delivery services is specifically defined as follows:

4922 Local Messengers and Local Delivery

49221 See industry description for 492210.

492210 This industry comprises establishments primarily engaged in providing local

messenger and delivery services of small items within a single metropolitan area or within an urban center. These establishments generally provide point-to-point pickup and delivery and do not operate as part of an intercity courier network.

4922101 Local messengers and local delivery

492210P Primary services

492210SM Other receipts

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