

The 2022-2027 Outlook for Magnetic and Optical Recording Media in Japan

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Abstracts

This study covers the latent demand outlook for magnetic and optical recording media 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 magnetic and optical recording media. 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 magnetic and optical recording media as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for magnetic and optical recording media is 3346130. It is for this definition that aggregate latent demand estimates are derived. Magnetic and optical recording media is specifically defined as follows:

3346130 MAGNETIC AND OPTICAL RECORDING MEDIA

33461301 Magnetic and optical recording media, unrecorded disks

33461302 Rigid magnetic disks, 3 one-half inch and greater

33461304 Magnetic and optical recording media, unrecorded tapes, including reels, cassettes, cartridges, and video

33461305 All other magnetic tape

33461306 All other magnetic and optical recording media, unrecorded

3346130110 Magnetic and optical recording media, unrecorded disks

3346130111 Magnetic and optical recording media, rigid disks, less than 3 1/2 in.

3346130113 Rigid magnetic disks 2 one-half inch to 3 one-half inch

3346130211 Rigid magnetic disks 3 one-half inch to 5 one-fourth inch

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