

The 2022-2027 Outlook for Manufactured Mobile Homes in Japan

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Abstracts

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

The NAICS code for manufactured mobile homes is 3219911. It is for this definition that aggregate latent demand estimates are derived. Manufactured mobile homes is specifically defined as follows:

3219911 Manufactured homes (mobile homes)

32199111 Manufactured homes (mobile homes), 13 feet 11 inches or less in width

32199112 Manufactured homes (mobile homes), 14 feet or more in width

32199113 Manufactured homes (mobile homes), multisection

3219911111 Manufactured homes (mobile homes), 11 feet 11 inches or less in width

3219911121 Manufactured homes (mobile homes), 12 feet to 13 feet 11 inches in width

3219911131 Manufactured homes (mobile homes), 13 feet 11 inches or less in width

3219911211 Manufactured homes (mobile homes), 14 feet or more in width

3219911231 Manufactured homes (mobile homes), 14 feet to 15 feet 11 inches in width

3219911241 Manufactured homes (mobile homes), 16 feet or more in width

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