

The 2022-2027 Outlook for Markers in Japan

<https://marketpublishers.com/r/2973C8B1A386EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2973C8B1A386EN

Abstracts

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

The NAICS code for markers is 3399413. It is for this definition that aggregate latent demand estimates are derived. Markers is specifically defined as follows:

3399413 MARKERS

33994131 Fine point markers (thin line writing pens)

33994132 Broad tipped markers (thick line coloring pens and markers)

3399413101 Fine point markers (thin line writing pens)

3399413206 Broad tipped markers (thick line coloring pens and markers)

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