

The 2022-2027 Outlook for Marking Devices in Japan

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Abstracts

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

The NAICS code for marking devices is 3399430. It is for this definition that aggregate latent demand estimates are derived. Marking devices is specifically defined as follows:

3399430 MARKING DEVICES

33994301 Plastics and rubber dies, hand stamps, typeholders, and permanently inked stamps

33994302 Mechanical hand stamps, self inkers, including daters, time and numbering stamps, and metal and rubber wheel band goods

33994303 Other hand stamps and other marking devices

3399430101 Plastics and rubber dies, hand stamps, and typeholders

3399430106 Plastics and rubber permanently inked stamps, excluding print dies

3399430211 Mechanical hand stamps, self inkers, including daters, time and numbering stamps, and metal and rubber wheel band goods

3399430316 Embossing seals, including notary, engineering, corporate, stationery, etc

3399430321 Metal hand stamps, steel incising and embossing dies, letter and figure stamps, type and type holders, steel embossing and incising numbering heads, and nonferrous types and dies

3399430326 Other marking devices, such as stencils, letters, figures, numerals, stamp pads, branding irons, etc

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