

# The 2022-2027 Outlook for Mattresses Made with Cotton Felt, Hair, and Inflatable Air Chambers and Other Mattresses in Japan

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## Abstracts

This study covers the latent demand outlook for mattresses made with cotton felt, hair, and inflatable air chambers and other mattresses excluding hybrid-type flotation ensemble, electric adjustable ensemble, crib-size, and foam core mattresses 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 mattresses made with cotton felt, hair, and inflatable air chambers and other mattresses excluding hybrid-type flotation ensemble, electric adjustable ensemble, crib-size, and foam core mattresses. 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 mattresses made with cotton felt, hair, and inflatable air chambers and other mattresses excluding hybrid-type flotation ensemble, electric adjustable ensemble, crib-size, and foam core mattresses as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for mattresses made with cotton felt, hair, and inflatable air chambers and other mattresses excluding hybrid-type flotation ensemble, electric adjustable

ensemble, crib-size, and foam core mattresses is 3379104131. It is for this definition that aggregate latent demand estimates are derived. Mattresses made with cotton felt, hair, and inflatable air chambers and other mattresses excluding hybrid-type flotation ensemble, electric adjustable ensemble, crib-size, and foam core mattresses is specifically defined as follows:

3379104131 Other mattresses (including mattresses made with cotton felt, hair, and inflatable air chambers), excluding hybrid type flotation ensemble mattresses and electric adjustable ensemble mattresses

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