

The 2022-2027 Outlook for Mechanical Pencils in Japan

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Abstracts

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

The NAICS code for mechanical pencils is 3399415101. It is for this definition that aggregate latent demand estimates are derived. Mechanical pencils is specifically defined as follows:

3399415101 Mechanical pencils, including clutch action and twist action mechanical pencils



Contents

1 INTRODUCTION

1.1 OVERVIEW
1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?
1.3 THE METHODOLOGY
1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION
1.3.2 STEP 2. FILTERING AND SMOOTHING
1.3.3 STEP 3. FILLING IN MISSING VALUES
1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION
1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION
1.3.6 STEP 6. AGGREGATION AND BENCHMARKING
1.4 FREQUENTLY ASKED QUESTIONS (FAQ)
1.4.1 CATEGORY DEFINITION
1.4.2 UNITS
1.4.3 METHODOLOGY

2 SUMMARY OF FINDINGS

2.1 LATENT DEMAND IN JAPAN

2.2 TOP 100 CITIES SORTED BY RANK

2.3 LATENT DEMAND BY YEAR IN JAPAN

3 AICHI

3.1 LATENT DEMAND BY YEAR - AICHI3.2 CITIES SORTED BY RANK - AICHI3.3 CITIES SORTED ALPHABETICALLY - AICHI

4 AKITA

4.1 LATENT DEMAND BY YEAR - AKITA4.2 CITIES SORTED BY RANK - AKITA4.3 CITIES SORTED ALPHABETICALLY - AKITA

5 AOMORI

5.1 LATENT DEMAND BY YEAR - AOMORI

The 2022-2027 Outlook for Mechanical Pencils in Japan



5.2 CITIES SORTED BY RANK - AOMORI5.3 CITIES SORTED ALPHABETICALLY - AOMORI

6 CHIBA

6.1 LATENT DEMAND BY YEAR - CHIBA6.2 CITIES SORTED BY RANK - CHIBA6.3 CITIES SORTED ALPHABETICALLY - CHIBA

7 EHIME

7.1 LATENT DEMAND BY YEAR - EHIME7.2 CITIES SORTED BY RANK - EHIME7.3 CITIES SORTED ALPHABETICALLY - EHIME

8 FUKUI

8.1 LATENT DEMAND BY YEAR - FUKUI8.2 CITIES SORTED BY RANK - FUKUI8.3 CITIES SORTED ALPHABETICALLY - FUKUI

9 FUKUOKA

9.1 LATENT DEMAND BY YEAR - FUKUOKA9.2 CITIES SORTED BY RANK - FUKUOKA9.3 CITIES SORTED ALPHABETICALLY - FUKUOKA

10 FUKUSHIMA

10.1 LATENT DEMAND BY YEAR - FUKUSHIMA10.2 CITIES SORTED BY RANK - FUKUSHIMA10.3 CITIES SORTED ALPHABETICALLY - FUKUSHIMA

11 GIFU

11.1 LATENT DEMAND BY YEAR - GIFU11.2 CITIES SORTED BY RANK - GIFU11.3 CITIES SORTED ALPHABETICALLY - GIFU



12 GUMMA

12.1 LATENT DEMAND BY YEAR - GUMMA12.2 CITIES SORTED BY RANK - GUMMA12.3 CITIES SORTED ALPHABETICALLY - GUMMA

13 HIROSHIMA

13.1 LATENT DEMAND BY YEAR - HIROSHIMA13.2 CITIES SORTED BY RANK - HIROSHIMA13.3 CITIES SORTED ALPHABETICALLY - HIROSHIMA

14 HOKKAIDO

14.1 LATENT DEMAND BY YEAR - HOKKAIDO14.2 CITIES SORTED BY RANK - HOKKAIDO14.3 CITIES SORTED ALPHABETICALLY - HOKKAIDO

15 HYOGO

15.1 LATENT DEMAND BY YEAR - HYOGO15.2 CITIES SORTED BY RANK - HYOGO15.3 CITIES SORTED ALPHABETICALLY - HYOGO

16 IBARAKI

16.1 LATENT DEMAND BY YEAR - IBARAKI16.2 CITIES SORTED BY RANK - IBARAKI16.3 CITIES SORTED ALPHABETICALLY - IBARAKI

17 ISHIKAWA

17.1 LATENT DEMAND BY YEAR - ISHIKAWA17.2 CITIES SORTED BY RANK - ISHIKAWA17.3 CITIES SORTED ALPHABETICALLY - ISHIKAWA

18 IWATE

18.1 LATENT DEMAND BY YEAR - IWATE



18.2 CITIES SORTED BY RANK - IWATE 18.3 CITIES SORTED ALPHABETICALLY - IWATE

19 KAGAWA

19.1 LATENT DEMAND BY YEAR - KAGAWA19.2 CITIES SORTED BY RANK - KAGAWA19.3 CITIES SORTED ALPHABETICALLY - KAGAWA

20 KAGOSHIMA

20.1 LATENT DEMAND BY YEAR - KAGOSHIMA20.2 CITIES SORTED BY RANK - KAGOSHIMA20.3 CITIES SORTED ALPHABETICALLY - KAGOSHIMA

21 KANAGAWA

21.1 LATENT DEMAND BY YEAR - KANAGAWA21.2 CITIES SORTED BY RANK - KANAGAWA21.3 CITIES SORTED ALPHABETICALLY - KANAGAWA

22 KOCHI

22.1 LATENT DEMAND BY YEAR - KOCHI22.2 CITIES SORTED BY RANK - KOCHI22.3 CITIES SORTED ALPHABETICALLY - KOCHI

23 KUMAMOTO

23.1 LATENT DEMAND BY YEAR - KUMAMOTO23.2 CITIES SORTED BY RANK - KUMAMOTO23.3 CITIES SORTED ALPHABETICALLY - KUMAMOTO

24 KYOTO

24.1 LATENT DEMAND BY YEAR - KYOTO24.2 CITIES SORTED BY RANK - KYOTO24.3 CITIES SORTED ALPHABETICALLY - KYOTO



25 MIE

25.1 LATENT DEMAND BY YEAR - MIE25.2 CITIES SORTED BY RANK - MIE25.3 CITIES SORTED ALPHABETICALLY - MIE

26 MIYAGI

26.1 LATENT DEMAND BY YEAR - MIYAGI26.2 CITIES SORTED BY RANK - MIYAGI26.3 CITIES SORTED ALPHABETICALLY - MIYAGI

27 MIYAZAKI

27.1 LATENT DEMAND BY YEAR - MIYAZAKI27.2 CITIES SORTED BY RANK - MIYAZAKI27.3 CITIES SORTED ALPHABETICALLY - MIYAZAKI

28 NAGANO

28.1 LATENT DEMAND BY YEAR - NAGANO28.2 CITIES SORTED BY RANK - NAGANO28.3 CITIES SORTED ALPHABETICALLY - NAGANO

29 NAGASAKI

29.1 LATENT DEMAND BY YEAR - NAGASAKI29.2 CITIES SORTED BY RANK - NAGASAKI29.3 CITIES SORTED ALPHABETICALLY - NAGASAKI

30 NARA

30.1 LATENT DEMAND BY YEAR - NARA30.2 CITIES SORTED BY RANK - NARA30.3 CITIES SORTED ALPHABETICALLY - NARA

31 NIIGATA

31.1 LATENT DEMAND BY YEAR - NIIGATA



31.2 CITIES SORTED BY RANK - NIIGATA 31.3 CITIES SORTED ALPHABETICALLY - NIIGATA

32 OITA

32.1 LATENT DEMAND BY YEAR - OITA32.2 CITIES SORTED BY RANK - OITA32.3 CITIES SORTED ALPHABETICALLY - OITA

33 OKAYAMA

33.1 LATENT DEMAND BY YEAR - OKAYAMA33.2 CITIES SORTED BY RANK - OKAYAMA33.3 CITIES SORTED ALPHABETICALLY - OKAYAMA

34 OKINAWA

34.1 LATENT DEMAND BY YEAR - OKINAWA34.2 CITIES SORTED BY RANK - OKINAWA34.3 CITIES SORTED ALPHABETICALLY - OKINAWA

35 OSAKA

35.1 LATENT DEMAND BY YEAR - OSAKA35.2 CITIES SORTED BY RANK - OSAKA35.3 CITIES SORTED ALPHABETICALLY - OSAKA

36 SAGA

36.1 LATENT DEMAND BY YEAR - SAGA36.2 CITIES SORTED BY RANK - SAGA36.3 CITIES SORTED ALPHABETICALLY - SAGA

37 SAITAMA

37.1 LATENT DEMAND BY YEAR - SAITAMA37.2 CITIES SORTED BY RANK - SAITAMA37.3 CITIES SORTED ALPHABETICALLY - SAITAMA



38 SHIGA

38.1 LATENT DEMAND BY YEAR - SHIGA38.2 CITIES SORTED BY RANK - SHIGA38.3 CITIES SORTED ALPHABETICALLY - SHIGA

39 SHIMANE

39.1 LATENT DEMAND BY YEAR - SHIMANE39.2 CITIES SORTED BY RANK - SHIMANE39.3 CITIES SORTED ALPHABETICALLY - SHIMANE

40 SHIZUOKA

40.1 LATENT DEMAND BY YEAR - SHIZUOKA40.2 CITIES SORTED BY RANK - SHIZUOKA40.3 CITIES SORTED ALPHABETICALLY - SHIZUOKA

41 TOCHIGI

41.1 LATENT DEMAND BY YEAR - TOCHIGI41.2 CITIES SORTED BY RANK - TOCHIGI41.3 CITIES SORTED ALPHABETICALLY - TOCHIGI

42 TOKUSHIMA

42.1 LATENT DEMAND BY YEAR - TOKUSHIMA42.2 CITIES SORTED BY RANK - TOKUSHIMA42.3 CITIES SORTED ALPHABETICALLY - TOKUSHIMA

43 TOKYO

43.1 LATENT DEMAND BY YEAR - TOKYO43.2 CITIES SORTED BY RANK - TOKYO43.3 CITIES SORTED ALPHABETICALLY - TOKYO

44 TOTTORI

44.1 LATENT DEMAND BY YEAR - TOTTORI



44.2 CITIES SORTED BY RANK - TOTTORI 44.3 CITIES SORTED ALPHABETICALLY - TOTTORI

45 TOYAMA

45.1 LATENT DEMAND BY YEAR - TOYAMA45.2 CITIES SORTED BY RANK - TOYAMA45.3 CITIES SORTED ALPHABETICALLY - TOYAMA

46 WAKAYAMA

46.1 LATENT DEMAND BY YEAR - WAKAYAMA46.2 CITIES SORTED BY RANK - WAKAYAMA46.3 CITIES SORTED ALPHABETICALLY - WAKAYAMA

47 YAMAGATA

47.1 LATENT DEMAND BY YEAR - YAMAGATA47.2 CITIES SORTED BY RANK - YAMAGATA47.3 CITIES SORTED ALPHABETICALLY - YAMAGATA

48 YAMAGUCHI

48.1 LATENT DEMAND BY YEAR - YAMAGUCHI48.2 CITIES SORTED BY RANK - YAMAGUCHI48.3 CITIES SORTED ALPHABETICALLY - YAMAGUCHI

49 YAMANASHI

49.1 LATENT DEMAND BY YEAR - YAMANASHI49.2 CITIES SORTED BY RANK - YAMANASHI49.3 CITIES SORTED ALPHABETICALLY - YAMANASHI

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