

# The 2022-2027 Outlook for Non-Electric Advertising Signs and Displays in Japan

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## Abstracts

This study covers the latent demand outlook for non-electric advertising signs and displays 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 non-electric advertising signs and displays. 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 non-electric advertising signs and displays as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-electric advertising signs and displays is 33995031. It is for this definition that aggregate latent demand estimates are derived. Non-electric advertising signs and displays is specifically defined as follows:

33995031 Nonelectric signs and displays, including counter, floor, and point of purchase displays

3399503101 Screen printed nonelectric metal signs and displays, including counter, floor, and point of purchase displays

3399503106 Other nonelectric metal signs and displays, including counter, floor, and point of purchase displays

3399503111 Screen printed nonelectric wood signs and displays, including counter, floor, and point of purchase displays

3399503116 Other nonelectric wood signs and displays, including counter, floor, and point of purchase displays

3399503121 Other screen printed nonelectric signs and displays, including counter, floor, and point of purchase displays

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