

# The 2022-2027 Outlook for Non-Electronic Games, Puzzles, and Related Parts in Japan

<https://marketpublishers.com/r/23603764ED75EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 23603764ED75EN

## Abstracts

This study covers the latent demand outlook for non-electronic games, puzzles, and related parts 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-electronic games, puzzles, and related parts. 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-electronic games, puzzles, and related parts as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-electronic games, puzzles, and related parts is 33993273. It is for this definition that aggregate latent demand estimates are derived. Non-electronic games, puzzles, and related parts is specifically defined as follows:

33993273 Nonelectronic games and puzzles, including parts

3399327301 Board games

3399327306 Nonelectronic sports oriented action and skill games, including baseball and football action and skill games

3399327311 Nonelectronic nonsports oriented action and skill games

3399327316 Puzzles

3399327321 Other nonelectronic games

3399327326 Parts for nonelectronic games

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