

# The 2022-2027 Outlook for Non-Upholstered Household Furniture Excluding Wood and Metal Furniture in Japan

<https://marketpublishers.com/r/2D317737E33CEN.html>

Date: November 2021

Pages: 235

Price: US\$ 595.00 (Single User License)

ID: 2D317737E33CEN

## Abstracts

This study covers the latent demand outlook for non-upholstered household furniture excluding wood and metal furniture 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-upholstered household furniture excluding wood and metal furniture. 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-upholstered household furniture excluding wood and metal furniture as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-upholstered household furniture excluding wood and metal furniture is 3371250. It is for this definition that aggregate latent demand estimates are derived. Non-upholstered household furniture excluding wood and metal furniture is specifically defined as follows:

**3371250 NONUPHOLSTERED HOUSEHOLD FURNITURE (EXCEPT WOOD AND**

## METAL)

33712501 Plastics cabinets, including audio and television cabinets, excluding cabinets used as housings

33712502 Reed and rattan household seating, including willow, wicker, and cane, and other reed and rattan household furniture

33712503 Plastics and fibrous glass household seating and furniture, and other household furniture (except wood and metal), nec

33712504 Nonupholstered household furniture made of rattan, reed, wicker, and willow

33712505 Other nonupholstered household furniture (except wood and metal)

3371250111 Plastics cabinets, including audio and television cabinets, excluding cabinets used as housings

3371250211 Reed and rattan household seating, including willow, wicker, and cane

3371250221 Other reed and rattan household furniture

3371250311 Other plastics and fibrous glass household furniture, including seating

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