

The 2022-2027 Outlook for Non-Wood Office Desks and Extensions in Japan

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Abstracts

This study covers the latent demand outlook for non-wood office desks and extensions 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-wood office desks and extensions. 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-wood office desks and extensions as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for non-wood office desks and extensions is 3372144. It is for this definition that aggregate latent demand estimates are derived. Non-wood office desks and extensions is specifically defined as follows:

3372144 NONWOOD OFFICE DESKS AND EXTENSIONS

33721441 Nonwood office desks and extensions

3372144111 Nonwood office desks

3372144121 Nonwood office desk extensions

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