

# The 2022-2027 Outlook for Nursing Homes in Japan

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## Abstracts

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

The NAICS code for nursing homes is 623110. It is for this definition that aggregate latent demand estimates are derived. Nursing homes is specifically defined as follows:

623110 This industry comprises establishments primarily engaged in providing inpatient nursing and rehabilitative services. The care is generally provided for an extended period of time to individuals requiring nursing care. These establishments have a permanent core staff of registered or licensed practical nurses who, along with other staff, provide nursing and continuous personal care services.

6231101 Public payors

6231103 Private payors

623110P Primary services

623110SM Other receipts

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