

The 2022-2027 Outlook for Office Seating in Japan

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Abstracts

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

The NAICS code for office seating is 3372141. It is for this definition that aggregate latent demand estimates are derived. Office seating is specifically defined as follows:

3372141 Office seating

33721411 Chairs

33721412 Other nonwood office seating, including upholstered seating

337214112 Side and arm chairs

337214113 Stacking and folding chairs

337214114 General office and desk chairs, except secretarial

337214115 Other chairs

337214129 All other seating, excluding chairs

337214111 Office seating, including upholstered, nonwood, secretarial chairs

337214115 Nonwood task and general office chairs, including upholstered task and general office chairs

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