

# The 2022-2027 Outlook for Office Supplies, Stationery, and Gift Stores in Japan

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## Abstracts

This study covers the latent demand outlook for office supplies, stationery, and gift stores 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 supplies, stationery, and gift stores. 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 supplies, stationery, and gift stores as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for office supplies, stationery, and gift stores is 4532. It is for this definition that aggregate latent demand estimates are derived. Office supplies, stationery, and gift stores is specifically defined as follows:

4532 Office Supplies, Stationery, and Gift Stores

45321 See industry description for 453210.

45322 See industry description for 453220.

453210 This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) selling a combination of new office equipment, furniture, and supplies; and (3) selling new office equipment, furniture, and supplies in combination with selling new computers.

453220 This industry comprises establishments primarily engaged in retailing new gifts, novelty merchandise, souvenirs, greeting cards, seasonal and holiday decorations, and curios.

4532101 Office supplies and stationery stores

4532102 Establishments primarily engaged in retailing a general line of office supplies, such as accounting and legal forms, blankbooks, and office forms and supplies. School and teacher supply stores are included in this classification.

453210P Primary services

4532201 Gift, novelty, and souvenir stores

453220P Primary services

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