

# The 2022-2027 Outlook for Organic and Fiberglass-Base Asphalt Mineral-Surfaced Roll Roofing and Cap Sheets in Japan

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## Abstracts

This study covers the latent demand outlook for organic and fiberglass-base asphalt mineral-surfaced roll roofing and cap sheets 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 organic and fiberglass-base asphalt mineral-surfaced roll roofing and cap sheets. 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 organic and fiberglass-base asphalt mineral-surfaced roll roofing and cap sheets as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for organic and fiberglass-base asphalt mineral-surfaced roll roofing and cap sheets is 32412222. It is for this definition that aggregate latent demand estimates are derived. Organic and fiberglass-base asphalt mineral-surfaced roll roofing and cap sheets is specifically defined as follows:

32412222 Asphalt mineral surfaced roll roofing and cap sheets, organic and fiberglass

base

3241222241 Asphalt mineral surfaced roll roofing and cap sheets, organic base

3241222251 Asphalt mineral surfaced roll roofing and cap sheets, fiberglass base

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