

# The 2022-2027 Outlook for Outdoor Lighting Equipment in Japan

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## Abstracts

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

The NAICS code for outdoor lighting equipment is 3351291. It is for this definition that aggregate latent demand estimates are derived. Outdoor lighting equipment is specifically defined as follows:

3351291 Outdoor lighting equipment (including parts and accessories)

33512910 Outdoor lighting equipment (including parts and accessories)

33512911 Outdoor lighting equipment (including parts and accessories)

3351291000 Outdoor lighting equipment (including parts and accessories)

3351291002 Incandescent (filament and quartz iodine) street and highway lighting (including bridge and tunnel lighting)

3351291004 Open high intensity discharge (including low pressure sodium and integrally mounted and remote ballasts) street and highway lighting (including bridge and tunnel lighting)

3351291006 Enclosed high intensity discharge (including low pressure sodium and integrally mounted and remote ballasts) street and highway lighting (including bridge and tunnel lighting)

3351291008 Fluorescent street and highway lighting (including bridge and tunnel lighting)

3351291011 Special purpose luminaries for highmast, sign lighting, and expressway fixtures (excluding value of poles)

3351291012 General purpose incandescent filament floodlighting

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