

# The 2022-2027 Outlook for Photographic Incandescent Lamps in Japan

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## **Abstracts**

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

The NAICS code for photographic incandescent lamps is 3351101. It is for this definition that aggregate latent demand estimates are derived. Photographic incandescent lamps is specifically defined as follows:

3351101 Photographic incandescent lamps

33511011 Photoflash, including blue

33511012 Projection



335110111 AG (all glass) and M-types

335110112 Flash cubes, all types

335110113 Other flash lamps

335110121 Projection, bulk packed

335110122 All other projection

335110131 Photoflood, photo-enlarger, and other photolamps

3351101100 Electric lamp bulbs and tubes (including sealed beam lamp bulbs)



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