

# The 2022-2027 Outlook for Photographic Services in Japan

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## Abstracts

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

The NAICS code for photographic services is 54192. It is for this definition that aggregate latent demand estimates are derived. Photographic services is specifically defined as follows:

54192 This industry comprises establishments primarily engaged in providing still, video, or digital photography services. These establishments may specialize in a particular field of photography, such as commercial and industrial photography, portrait photography, and special events photography. Commercial or portrait photography studios are included in this industry.

541921 This U.S. industry comprises establishments known as portrait studios primarily engaged in providing still, video, or digital portrait photography services.

541922 This U.S. industry comprises establishments primarily engaged in providing commercial photography services, generally for advertising agencies, publishers, and other business and industrial users.

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