

The 2022-2027 Outlook for Pressure-Sensitive Paper and Tape Made from Purchased Materials in Japan

<https://marketpublishers.com/r/2FD720AF1EF5EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2FD720AF1EF5EN

Abstracts

This study covers the latent demand outlook for pressure-sensitive paper and tape made from purchased materials 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 pressure-sensitive paper and tape made from purchased materials. 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 pressure-sensitive paper and tape made from purchased materials as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for pressure-sensitive paper and tape made from purchased materials is 3222225. It is for this definition that aggregate latent demand estimates are derived. Pressure-sensitive paper and tape made from purchased materials is specifically defined as follows:

3222225 Pressure sensitive products

32222251 Pressure sensitive single faced tape, paper backing, excluding electrical

32222252 Pressure sensitive single faced tape, film backing, excluding electrical

32222253 All other pressure sensitive tape, excluding surgical and rubber backed

32222254 Pressure sensitive base stock for labels

32222255 All other pressure sensitive products, unprinted

3222225111 Pressure sensitive single faced tape, paper backing, excluding electrical

3222225221 Pressure sensitive single faced tape, film backing, excluding electrical

3222225331 Pressure sensitive single faced tape, cloth backing, excluding surgical and electrical

3222225341 Pressure sensitive single faced tape, electrical, all backings (except rubber)

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