

The 2022-2027 Outlook for Printing Graphical Materials Using Digital Printing Equipment in Japan

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Abstracts

This study covers the latent demand outlook for printing graphical materials using digital printing 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 printing graphical materials using digital printing 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 printing graphical materials using digital printing equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for printing graphical materials using digital printing equipment is 323115. It is for this definition that aggregate latent demand estimates are derived. Printing graphical materials using digital printing equipment is specifically defined as follows:

323115 This U.S. industry comprises establishments primarily engaged in printing graphical materials using digital printing equipment. Establishments known as digital printers typically provide sophisticated prepress services including using scanners to

input images and computers to manipulate and format the graphic images prior to printing.

3231150 DIGITAL PRINTING

3231151 Digital printing

323115M Miscellaneous receipts

323115P Primary products

323115S Secondary products

32311501 Digital printing

323115SM Secondary products and miscellaneous receipts

3231150100 Digital printing

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