

The 2022-2027 Outlook for Repair and Maintenance of Home and Garden Equipment and Appliances in Japan

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Abstracts

This study covers the latent demand outlook for repair and maintenance of home and garden equipment and appliances 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 repair and maintenance of home and garden equipment and appliances. 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 repair and maintenance of home and garden equipment and appliances as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for repair and maintenance of home and garden equipment and appliances is 81141. It is for this definition that aggregate latent demand estimates are derived. Repair and maintenance of home and garden equipment and appliances is specifically defined as follows:

81141 This industry comprises establishments primarily engaged in repairing and

servicing home and garden equipment and/or household-type appliances without retailing new equipment or appliances. Establishments in this industry repair and maintain items, such as lawnmowers, edgers, snow- and leaf-blowers, washing machines, clothes dryers, and refrigerators.

811411 This U.S. industry comprises establishments primarily engaged in repairing and servicing home and garden equipment without retailing new home and garden equipment, such as lawnmowers, handheld power tools, edgers, snow- and leaf-blowers, and trimmers.

811412 This U.S. industry comprises establishments primarily engaged in repairing and servicing household appliances without retailing new appliances, such as refrigerators, stoves, washing machines, clothes dryers, and room air-conditioners.

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