

The 2022-2027 Outlook for Residential Iron and Steel Doors in Japan

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Abstracts

This study covers the latent demand outlook for residential iron and steel doors excluding garage doors, shower doors, tub enclosures, and storm doors 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 residential iron and steel doors excluding garage doors, shower doors, tub enclosures, and storm doors. 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 residential iron and steel doors excluding garage doors, shower doors, tub enclosures, and storm doors as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for residential iron and steel doors excluding garage doors, shower doors, tub enclosures, and storm doors is 33232114. It is for this definition that aggregate latent demand estimates are derived. Residential iron and steel doors excluding garage doors, shower doors, tub enclosures, and storm doors is specifically defined as follows:

33232114 Residential iron and steel doors, except garage doors (excluding shower doors, tub enclosures, and storm doors)

3323211440 Residential steel composite doors (steel clad with foam wood components) (excluding shower doors, tub enclosures, and storm doors)

3323211443 Residential insulated steel entrance doors (except storm doors)

3323211446 All other residential iron and steel doors, including slide, swing, and closet doors (excluding shower doors, tub enclosures, and storm doors)

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