

# The 2022-2027 Outlook for Retail, Commercial, Household, and Mailing Scales in Japan

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## Abstracts

This study covers the latent demand outlook for retail, commercial, household, and mailing scales 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 retail, commercial, household, and mailing scales. 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 retail, commercial, household, and mailing scales as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for retail, commercial, household, and mailing scales is 3339973. It is for this definition that aggregate latent demand estimates are derived. Retail, commercial, household, and mailing scales is specifically defined as follows:

3339973 retail, commercial, household, and mailing scales

3339973101 Retail and commercial scales, including delicatessen, checkstand, and automatic prepack

3339973103 Other scales, including checkstand and automatic prepack

3339973105 Household and person weighing scales (including bathroom, coin operated, free weighing, kitchen, and baby scales)

3339973107 Mailing and parcel post scales (including handheld scales)

3339973109 Balances with or without weights (of all sensitivities), except laboratory

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