

The 2022-2027 Outlook for Roofing Coatings, Cements, Asphalts, and Pitches in Japan

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Abstracts

This study covers the latent demand outlook for roofing coatings, cements, asphalts, and pitches 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 roofing coatings, cements, asphalts, and pitches. 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 roofing coatings, cements, asphalts, and pitches as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for roofing coatings, cements, asphalts, and pitches is 3241221. It is for this definition that aggregate latent demand estimates are derived. Roofing coatings, cements, asphalts, and pitches is specifically defined as follows:

3241221 Roofing asphalts and pitches, coatings, and cements

32412211 Roofing asphalt

32412212 Fibrated and nonfibrated asphaltic roofing coatings

32412213 Other roofing asphalts and pitches, coatings, and cements

3241221111 Roofing asphalt

3241221221 Fibrated asphaltic roofing coatings

3241221231 Nonfibrated asphaltic roofing coatings

3241221341 Asphaltic roofing cements

3241221351 Other roofing asphalts and pitches, coatings, and cements, including coal tar base coatings, cements, and roofing pitch

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