

The 2022-2027 Outlook for Sheet Metal Awnings, Canopies, Cornices, and Soffits in Japan

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Abstracts

This study covers the latent demand outlook for sheet metal awnings, canopies, cornices, and soffits 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 sheet metal awnings, canopies, cornices, and soffits. 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 sheet metal awnings, canopies, cornices, and soffits as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for sheet metal awnings, canopies, cornices, and soffits is 332322A. It is for this definition that aggregate latent demand estimates are derived. Sheet metal awnings, canopies, cornices, and soffits is specifically defined as follows:

332322A Sheet metal awnings, canopies, cornices, and soffits

332322A1 Sheet metal awnings, canopies, carports, soffit, and shutters (steel and aluminum)



332322A101 Steel sheet metal awnings, canopies, carports, and patios
332322A106 Aluminum sheet metal awnings, canopies, carports, and patios
332322A111 Sheet metal cornices, skylights, domes, and copings (steel and aluminum)
332322A116 Sheet metal soffits, fascia, and shutters (steel and aluminum)



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