

The 2022-2027 Outlook for Sheet Metal Siding in Japan

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Abstracts

This study covers the latent demand outlook for sheet metal siding 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 siding. 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 siding as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for sheet metal siding is 33232291. It is for this definition that aggregate latent demand estimates are derived. Sheet metal siding is specifically defined as follows:

33232291 Sheet metal siding

3323229106 Steel sheet metal siding

3323229111 Residential aluminum sheet metal siding (including mobile homes)

3323229116 Other aluminum sheet metal siding (commercial, industrial, farm buildings, etc.)

3323229121 Other sheet metal siding

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