

# The 2022-2027 Outlook for Silver Halide-Type Photographic Sensitized Film, Plates, Paper, and Cloth Excluding X-Ray Film in Japan

<https://marketpublishers.com/r/2582FA321396EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2582FA321396EN

## Abstracts

This study covers the latent demand outlook for silver halide-type photographic sensitized film, plates, paper, and cloth excluding x-ray film 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 silver halide-type photographic sensitized film, plates, paper, and cloth excluding x-ray film. 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 silver halide-type photographic sensitized film, plates, paper, and cloth excluding x-ray film as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for silver halide-type photographic sensitized film, plates, paper, and cloth excluding x-ray film is 3259921. It is for this definition that aggregate latent demand estimates are derived. Silver halide-type photographic sensitized film, plates, paper, and cloth excluding x-ray film is specifically defined as follows:

3259921 Photo sensitized film, plates, paper & cloth, silver halide type (except x-ray)

32599211 Photographic sensitized film, plates, paper, and cloth, silver halide type (excluding X ray)

3259921101 Photographic presensitized printing plates, unexposed

3259921106 Phototypesetting and imagesetting film

3259921111 Sensitized photographic paper and cloth, silver halide type

3259921116 Other photographic sensitized film, plates, slides, including microfilm and motion picture film, sheet film, pack film, and long lengths of still picture roll film including graphic arts film

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