

# The 2022-2027 Outlook for Softwood Plywood Specialties in Japan

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## Abstracts

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

The NAICS code for softwood plywood specialties is 3212128. It is for this definition that aggregate latent demand estimates are derived. Softwood plywood specialties is specifically defined as follows:

3212128 SOFTWOOD PLYWOOD SPECIALTIES

32121281 Softwood plywood specialties

3212128111 Softwood plywood siding

3212128121 Softwood plywood overlays

3212128191 Other softwood plywood specialties

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