

# The 2022-2027 Outlook for Speakers, Loudspeaker Systems, and Loudspeakers Sold Separately and Commercial Sound Equipment in Japan

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## Abstracts

This study covers the latent demand outlook for speakers, loudspeaker systems, and loudspeakers sold separately and commercial sound equipment 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 speakers, loudspeaker systems, and loudspeakers sold separately and commercial sound equipment. 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 speakers, loudspeaker systems, and loudspeakers sold separately and commercial sound equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for speakers, loudspeaker systems, and loudspeakers sold separately and commercial sound equipment is 33431041. It is for this definition that aggregate latent demand estimates are derived. Speakers, loudspeaker systems, and loudspeakers sold separately and commercial sound equipment is specifically defined as follows:

33431041 Speakers, including loudspeaker systems and loudspeakers sold separately, and commercial sound equipment

3343104100 Speakers, including loudspeaker systems and loudspeakers sold separately, and commercial sound equipment

3343104101 Single loudspeakers mounted in an enclosure

3343104104 Multiple loudspeakers mounted in an enclosure

3343104107 Other loudspeakers (including unmounted speakers sold separately)

3343104111 Microphones

3343104114 Home type electronic kits designed for consumer assembly

3343104117 Public address systems, including musical instrument amplifiers

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