

# The 2022-2027 Outlook for Sporting Goods, Hobby, and Musical Instrument Stores in Japan

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## Abstracts

This study covers the latent demand outlook for sporting goods, hobby, and musical instrument stores 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 sporting goods, hobby, and musical instrument stores. 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 sporting goods, hobby, and musical instrument stores as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for sporting goods, hobby, and musical instrument stores is 4511. It is for this definition that aggregate latent demand estimates are derived. Sporting goods, hobby, and musical instrument stores is specifically defined as follows:

4511 This industry group comprises establishments primarily engaged in retailing new sporting goods, games and toys, and musical instruments.

45111 See industry description for 451110.

45112 See industry description for 451120.

45113 See industry description for 451130.

45114 See industry description for 451140.

451110 This industry comprises establishments primarily engaged in retailing new sporting goods, such as bicycles and bicycle parts; camping equipment; exercise and fitness equipment; athletic uniforms; specialty sports footwear; and sporting goods, equipment, and accessories.

451120 This industry comprises establishments primarily engaged in retailing new toys, games, and hobby and craft supplies (except needlecraft).

451130 This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

451140 This industry comprises establishments primarily engaged in retailing new musical instruments, sheet music, and related supplies; or retailing these new products in combination with musical instrument repair, rental, or music instruction.

4511101 Sporting goods stores

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