

# The 2022-2027 Outlook for Sporting Goods Stores in Japan

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## Abstracts

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

The NAICS code for sporting goods stores is 45111. It is for this definition that aggregate latent demand estimates are derived. Sporting goods stores is specifically defined as follows:

45111 See industry description for 451110.

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.

4511101 Sporting goods stores

4511102 Establishments primarily engaged in retailing a maximum of four lines of sporting goods, such as for camping, fishing, riding, and other sports. These establishments may also sell clothing and shoes appropriate for sporting activities, including uniforms.

451110P Primary services

451110SM Other receipts

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