

# The 2022-2027 Outlook for Steel Fencing and Fence Gates in Japan

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## Abstracts

This study covers the latent demand outlook for steel fencing and fence gates 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 steel fencing and fence gates. 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 steel fencing and fence gates as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for steel fencing and fence gates is 3312227. It is for this definition that aggregate latent demand estimates are derived. Steel fencing and fence gates is specifically defined as follows:

3312227 Steel fencing and fence gates

33122271 Steel fencing and fence gates, made in plants that draw wire

3312227101 Carbon steel chain link fencing, including galvanized and plastics coated

3312227102 Steel fencing and fence gates, made in plants that draw wire

3312227110 Carbon steel wire fence, woven and welded, including galvanized and plastics coated

3312227112 Carbon steel fence gates, posts, and fittings and ornamental lawn fence

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