

The 2022-2027 Outlook for Still Picture Photographic Equipment in Japan

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Abstracts

This study covers the latent demand outlook for still picture photographic 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 still picture photographic 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 still picture photographic equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for still picture photographic equipment is 3333151. It is for this definition that aggregate latent demand estimates are derived. Still picture photographic equipment is specifically defined as follows:

3333151 Photographic and photocopying equipment

33331511 Still cameras (hand type cameras, process cameras for photoengraving and photolithography, and other still cameras)

33331512 Projectors, except rear screen viewers

33331513 Still picture commercial type processing equipment for film

33331514 All other still picture commercial type processing equipment (developing machines, motor operated print washers and driers, etc.)

33331515 Other still picture equipment, parts, attachments, and accessories, including photographic laser systems and equipment (excluding projection screens)

3333151101 Still cameras (hand type cameras, process cameras for photoengraving and photolithography, and other still cameras)

3333151206 Projectors, except rear screen viewers

3333151311 Still picture commercial type processing equipment for film

3333151416 All other still picture commercial type processing equipment (developing machines, motor operated print washers and driers, etc.)

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