

# The 2022-2027 Outlook for Tablets, Pads, and Related Products Made from Purchased Paper in Japan

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# Abstracts

This study covers the latent demand outlook for tablets, pads, and related products made from purchased paper 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 tablets, pads, and related products made from purchased paper. 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 tablets, pads, and related products made from purchased paper as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for tablets, pads, and related products made from purchased paper is 3222333. It is for this definition that aggregate latent demand estimates are derived. Tablets, pads, and related products made from purchased paper is specifically defined as follows:

3222333 TABLETS, PADS, AND RELATED PRODUCTS



32223331 Tablets and pads, 8 1/2 in. x 11 in. and 8 1/2 in. x 14 in., except columnar

32223332 All other tablets and pads, including columnar

32223333 Notebooks, bound with wire (except columnar), staples, thread, or plastics (including composition, memo, and stenographic but excluding case made)

32223334 Looseleaf paper fillers, school and commercial types

32223335 Wrapped ream paper (exclude looseleaf fillers, photographic and photocopy paper, and paper for fax machines)

32223336 All other miscellaneous tablets, pads, and related products

3222333111 Tablets and pads, 8 1/2 in. x 11 in. and 8 1/2 in. x 14 in., except columnar

3222333221 All other tablets and pads, including columnar

3222333331 Notebooks, bound with wire (except columnar), staples, thread, or plastics (including composition, memo, and stenographic but excluding case made)



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