

The 2022-2027 Outlook for Telephone Sets, Telephone Answering Machines, and Fax Machines in Japan

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Abstracts

This study covers the latent demand outlook for telephone sets, telephone answering machines, and fax machines 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 telephone sets, telephone answering machines, and fax machines. 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 telephone sets, telephone answering machines, and fax machines as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for telephone sets, telephone answering machines, and fax machines is 33421071. It is for this definition that aggregate latent demand estimates are derived. Telephone sets, telephone answering machines, and fax machines is specifically defined as follows:

33421071 Other telephone and telegraph (wire) apparatus, including telephone sets, telephone answering, and fax machines

3342107100 Other telephone and telegraph (wire) apparatus, including telephone sets, telephone answering, and fax machines

3342107101 Telephone sets, single line and ISDN

3342107103 Telephone sets, key

3342107105 Telephone sets, public pay telephone equipment

3342107107 Telephone sets, cordless handsets

3342107109 Other telephone sets and accessories (headsets, etc.)

3342107122 Data communications equipment (including routers, gateways, bridges, terminal servers, and concentrators)

3342107151 Voice frequency equipment

3342107162 Voice/call message processing equipment, including answering devices

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