

# The 2022-2027 Outlook for Tire Cord and Tire Fabrics in Japan

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## Abstracts

This study covers the latent demand outlook for tire cord and tire fabrics 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 tire cord and tire fabrics. 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 tire cord and tire fabrics as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for tire cord and tire fabrics is 3149920. It is for this definition that aggregate latent demand estimates are derived. Tire cord and tire fabrics is specifically defined as follows:

3149920 TIRE CORD AND TIRE FABRICS

31499201 Tire cord and tire fabrics

3149920100 Tire cord and tire fabrics

3149920102 Cotton tire cord and tire cord fabrics

3149920104 Rayon tire cord and tire cord fabrics

3149920106 Nylon tire cord and tire cord fabrics

3149920108 Polyester tire cord and tire cord fabrics

3149920111 Glass tire cord and tire cord fabrics

3149920113 Steel tire cord

3149920115 All other tire cord and tire cord fabrics, including chafer fabrics

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