

The 2022-2027 Outlook for Tufted Carpet and Rugs in Japan

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Abstracts

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

The NAICS code for tufted carpet and rugs is 3141103. It is for this definition that aggregate latent demand estimates are derived. Tufted carpet and rugs is specifically defined as follows:

3141103 Other carpet and rugs

31411031 Carpet and rugs tufted only or tufted and finished in same plant

31411032 Carpet and rugs, finishing only

3141103110 Carpet and rugs tufted only or tufted and finished in same plant

3141103112 Tufted washable scatter rugs, bathmats, and sets (rugs 6 ft by 9 ft and smaller)

3141103114 Tufted hard backed nonwashable accent/area rugs (6 ft by 9 ft and smaller)

3141103116 Tufted room size rugs (larger than 6 ft by 9 ft)

3141103118 Tufted roll goods, including modular carpeting (6 ft and larger), except automobile and aircraft

314110311A Tufted artificial grass for nonathletic surfaces

314110311C Tufted automobiles and aircraft carpets and rugs

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