

# The 2022-2027 Outlook for Uncoated Freesheet Paper Made in Paper Mills in Japan

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## Abstracts

This study covers the latent demand outlook for uncoated freesheet paper made in paper mills 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 uncoated freesheet paper made in paper mills. 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 uncoated freesheet paper made in paper mills as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for uncoated freesheet paper made in paper mills is 3221213. It is for this definition that aggregate latent demand estimates are derived. Uncoated freesheet paper made in paper mills is specifically defined as follows:

3221213 Uncoated freesheet paper

32212131 Bond and writing paper

32212132 Other writing paper, including body stock for communication papers,

technical and reproduction, tablet, ledger, onion skin, papeterie and wedding, etc., uncoated freesheet

32212133 Publication and printing paper, all types

32212134 Cover and text papers and other converting and misc. uncoated freesheet

3221213111 Bond and writing paper, including protective check, uncoated freesheet

3221213115 Form bond paper in rolls, uncoated freesheet

3221213221 Body stock for communication, copying, and related papers, uncoated freesheet

3221213225 Other uncoated freesheet technical and reproduction papers, including mimeograph and gelatin and spirit process duplicating

3221213231 Writing tablet paper, uncoated freesheet

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