

The 2022-2027 Outlook for Unitary Air Conditioners Excluding Air Source Heat Pumps in Japan

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Abstracts

This study covers the latent demand outlook for unitary air conditioners excluding air source heat pumps 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 unitary air conditioners excluding air source heat pumps. 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 unitary air conditioners excluding air source heat pumps as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for unitary air conditioners excluding air source heat pumps is 333415E. It is for this definition that aggregate latent demand estimates are derived. Unitary air conditioners excluding air source heat pumps is specifically defined as follows:

333415E Unitary air conditioners, except air source heat pumps

333415E0 Unitary air~conditioners, except air source heat pumps

333415E1 Unitary air conditioners, except air source heat pumps

333415E000 Unitary air~conditioners, except air source heat pumps

333415E005 Unitary air~conditioners, recreational vehicle air~conditioner

333415E007 Unitary air~conditioners, single package air~conditioners, with or without evaporator fans (including refrigeration chassis and remote~condenser type), horizontal, under 27,000 Btu per hour

333415E009 Unitary air~conditioners, single package air~conditioners, with or without evaporator fans (including refrigeration chassis and remote~condenser type), horizontal, 27,000 to 32,999 Btu per hour

333415E011 Unitary air~conditioners, single package air~conditioners, with or without evaporator fans (including refrigeration chassis and remote~condenser type), horizontal, 33,000 to 53,999 Btu per hour

333415E013 Unitary air~conditioners, single package air~conditioners, with or without evaporator fans (including refrigeration chassis and remote~condenser type), horizontal, 54,000 to 64,999 Btu per hour

333415E015 Unitary air~conditioners, single package air~conditioners, with or without evaporator fans (including refrigeration chassis and remote~condenser type), horizontal, 65,000 to 96,999 Btu per hour

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