

The 2022-2027 Outlook for Unrecorded Disks in Japan

<https://marketpublishers.com/r/26E7C338CE54EN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 26E7C338CE54EN

Abstracts

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

The NAICS code for unrecorded disks is 33461301. It is for this definition that aggregate latent demand estimates are derived. Unrecorded disks is specifically defined as follows:

33461301 Magnetic and optical recording media, unrecorded disks

3346130110 Magnetic and optical recording media, unrecorded disks

3346130111 Magnetic and optical recording media, rigid disks, less than 3 1/2 in.

3346130113 Rigid magnetic disks 2 one-half inch to 3 one-half inch

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