

# The 2022-2027 Outlook for Unrecorded Reels, Cassettes, Cartridges, and Video Tapes in Japan

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## Abstracts

This study covers the latent demand outlook for unrecorded reels, cassettes, cartridges, and video tapes 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 reels, cassettes, cartridges, and video tapes. 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 reels, cassettes, cartridges, and video tapes as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for unrecorded reels, cassettes, cartridges, and video tapes is 33461304. It is for this definition that aggregate latent demand estimates are derived. Unrecorded reels, cassettes, cartridges, and video tapes is specifically defined as follows:

33461304 Magnetic and optical recording media, unrecorded tapes, including reels, cassettes, cartridges, and video

3346130410 Magnetic and optical recording media, unrecorded tapes, including reels, cassettes, cartridges, and video

3346130411 Magnetic and optical recording media, packaged magnetic tape, in reels for computer use

3346130413 Magnetic and optical recording media, packaged magnetic tape, in cassettes and cartridges for computer use

3346130415 Magnetic and optical recording media, packaged magnetic tape, in forms suitable for audio use

3346130417 Magnetic and optical recording media, packaged magnetic tape, in video cassette, 8 mm and 1/2 in.

3346130419 Magnetic and optical recording media, packaged magnetic tape, in video cassette, 3/4 in. (19mm) and 2 in. (51mm)

3346130421 Magnetic and optical recording media, other packaged magnetic tape

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