

The 2022-2027 Outlook for Upholstered Wood Household Sofas, Davenports, Settees, and Loveseats in Japan

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Abstracts

This study covers the latent demand outlook for upholstered wood household sofas, davenports, settees, and loveseats 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 upholstered wood household sofas, davenports, settees, and loveseats. 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 upholstered wood household sofas, davenports, settees, and loveseats as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for upholstered wood household sofas, davenports, settees, and loveseats is 337121112. It is for this definition that aggregate latent demand estimates are derived. Upholstered wood household sofas, davenports, settees, and loveseats is specifically defined as follows:

337121112 Sofas, davenports, settees, and loveseats

33712111232 Chiefly cotton

33712111233 Chiefly rayon

33712111234 Chiefly olefin

33712111235 Chiefly nylon

33712111236 Chiefly polyester

33712111237 Other fibers and blends, including coated fabric and vinyl

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