

# The 2022-2027 Outlook for Vinyl-Coated Medium-Weight Fabrics with Finished Weight over 10 oz and up to 16 oz/Square Yard in Japan

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## Abstracts

This study covers the latent demand outlook for vinyl-coated medium-weight fabrics with finished weight of more than 10 ounces and up to 16 ounces per square yard 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 vinyl-coated medium-weight fabrics with finished weight of more than 10 ounces and up to 16 ounces per square yard. 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 vinyl-coated medium-weight fabrics with finished weight of more than 10 ounces and up to 16 ounces per square yard as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for vinyl-coated medium-weight fabrics with finished weight of more than 10 ounces and up to 16 ounces per square yard is 31332012. It is for this definition that aggregate latent demand estimates are derived. Vinyl-coated medium-weight fabrics with finished weight of more than 10 ounces and up to 16 ounces per square yard is specifically defined as follows:

31332012 Vinyl coated fabrics, including expanded vinyl coated, mediumweight fabrics, more than 10 oz up to 16 oz per sq yd finished weight

3133201241 Vinyl coated fabrics, including expanded vinyl coated, mediumweight fabrics, more than 10 oz up to 16 oz per sq yd finished weight, woven fabrics base

3133201251 Vinyl coated fabrics, including expanded vinyl coated, mediumweight fabrics, more than 10 oz up to 16 oz per sq yd finished weight, knit fabrics base

3133201261 Vinyl coated fabrics, including expanded vinyl coated, mediumweight fabrics, more than 10 oz up to 16 oz per sq yd finished weight, nonwoven base

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