

The 2022-2027 Outlook for Wallpaper Made from Purchased Papers and Other Materials in Japan

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Abstracts

This study covers the latent demand outlook for wallpaper made from purchased papers and other materials 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 wallpaper made from purchased papers and other materials. 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 wallpaper made from purchased papers and other materials as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for wallpaper made from purchased papers and other materials is 3222226. It is for this definition that aggregate latent demand estimates are derived. Wallpaper made from purchased papers and other materials is specifically defined as follows:

3222226 Wallcoverings

3222261 Wallcoverings

322226111 Wallcoverings, paper with less than 2 mils of coating

322226121 Wallcoverings, paper coated or laminated with 2 mils or more of plastics, including prepasted and nonpasted

322226131 Wallcoverings, fabric backed, coated or laminated, woven

322226141 Wallcoverings, fabric backed, coated or laminated, nonwoven

322226191 Other wallcoverings, including scenic and panel decorations (excluding rigid panels or tile form wallcoverings and wallcoverings that do not contain some paper or fabrics)

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