

The 2022-2027 Outlook for Wireline Voice and Data Network Equipment in Japan

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Abstracts

This study covers the latent demand outlook for wireline voice and data network equipment 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 wireline voice and data network equipment. 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 wireline voice and data network equipment as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for wireline voice and data network equipment is 3342107. It is for this definition that aggregate latent demand estimates are derived. Wireline voice and data network equipment is specifically defined as follows:

3342107 All other telephone-telegraph & data communication apparatus, incl telephone set

33421070 Other telephone and telegraph (wire) apparatus, including telephone sets, telephone answering, and fax machines

33421071 Other telephone and telegraph (wire) apparatus, including telephone sets, telephone answering, and fax machines

3342107000 All other telephone~telegraph (wire) and data communications apparatus, including telephone sets, telephone answering, and fax machines

3342107001 Single line and ISDN telephone sets

3342107003 Key telephone sets

3342107005 Public pay telephone sets

3342107007 Cordless handset telephone sets

3342107009 All other telephone sets and accessories

3342107021 Routers and gateways

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