

# The 2022-2027 Outlook for Wood Beds and Headboards in Japan

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## Abstracts

This study covers the latent demand outlook for wood beds and headboards excluding cribs, cradles, Hollywood beds, and youth beds and all custom furniture sold at retail directly to the customer 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 wood beds and headboards excluding cribs, cradles, Hollywood beds, and youth beds and all custom furniture sold at retail directly to the customer. 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 wood beds and headboards excluding cribs, cradles, Hollywood beds, and youth beds and all custom furniture sold at retail directly to the customer as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for wood beds and headboards excluding cribs, cradles, Hollywood beds, and youth beds and all custom furniture sold at retail directly to the customer is 33712281. It is for this definition that aggregate latent demand estimates are derived. Wood beds and headboards excluding cribs, cradles, Hollywood beds, and youth beds and all custom furniture sold at retail directly to the customer is specifically defined as

follows:

33712281 Wood beds and headboards (except custom sold directly to the customer at retail), excluding cribs, cradles, hollywood beds, and youth beds

3371228111 Wood beds (except custom sold directly to the customer at retail), excluding bunk beds, cribs, cradles, headboards, headboard beds, hollywood beds, water beds, and youth beds

3371228121 Wood headboards and headboard beds (except custom sold directly to the customer at retail), including padded

3371228131 Wood bunk beds (except custom sold directly to the customer at retail), excluding mattresses and detachable springs

3371228141 Conventional wood waterbeds (except custom sold directly to the customer at retail)

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