

The 2022-2027 Outlook for Wood Office Seating in Japan

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Abstracts

This study covers the latent demand outlook for wood office seating 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 office seating. 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 office seating as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for wood office seating is 3372111. It is for this definition that aggregate latent demand estimates are derived. Wood office seating is specifically defined as follows:

3372111 WOOD OFFICE SEATING, INCLUDING UPHOLSTERED SEATING

33721111 Wood office seating, including upholstered seating

3372111111 Wood office seating, including upholstered, secretarial chairs

3372111115 Wood task and general office chairs, including upholstered task and general office chairs

3372111121 Wood office seating, including upholstered, general office and desk chairs

3372111131 Wood arm and side chairs, including upholstered side and arm chairs

3372111141 Wood lounge seating, including upholstered lounge seating

3372111151 Wood office seating, including upholstered, stacking chairs

3372111161 Wood office seating, including upholstered, all other office-type seating

3372111171 Other wood office seating, including stacking chairs and other upholstered chairs

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