

The 2022-2027 Outlook for Wood Outdoor Furniture, Unpainted Wood Furniture, and Ready-to-Assemble Wood Furniture in Japan

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Abstracts

This study covers the latent demand outlook for wood outdoor furniture, unpainted wood furniture, and ready-to-assemble wood furniture excluding 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 outdoor furniture, unpainted wood furniture, and ready-to-assemble wood furniture excluding 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 outdoor furniture, unpainted wood furniture, and ready-toassemble wood furniture excluding 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 outdoor furniture, unpainted wood furniture, and ready-toassemble wood furniture excluding custom furniture sold at retail directly to the customer is 337122E. It is for this definition that aggregate latent demand estimates are



derived. Wood outdoor furniture, unpainted wood furniture, and ready-toassemble wood furniture excluding custom furniture sold at retail directly to the customer is specifically defined as follows:

337122E WOOD OUTDOOR FURNITURE, UNPAINTED WOOD FURNITURE, AND READY TO ASSEMBLE WOOD FURNITURE (EXCEPT CUSTOM SOLD DIRECTLY TO THE CUSTOMER AT RETAIL)

337122E1 Wood outdoor furniture, unpainted wood furniture, and ready to assemble wood furniture (except custom sold directly to the customer at retail)

337122E111 Wood outdoor furniture (except custom sold directly to the customer at retail), assembled and ready to assemble, including beach, lawn, and porch furniture

337122E121 Unpainted wood furniture, assembled (furniture in the white) (except custom sold directly to the customer at retail), including bookcases, chairs, chests of drawers, desks, tables, and vanities

337122E131 Ready to assemble wood household seating (except custom sold directly to the customer at retail), unpainted and finished, sold in kits

337122E141 Ready to assemble wood kitchen furniture (except custom sold directly to the customer at retail), unpainted and finished, sold in kits

337122E151 Ready to assemble wood bedroom furniture (except custom sold directly to the customer at retail), unpainted and finished, sold in kits

337122E161 Ready to assemble wood home entertainment centers (except custom sold directly to the customer at retail), unpainted and finished, sold in kits

337122E171 Ready to assemble wood shelving (except custom sold directly to the customer at retail), unpainted and finished, sold in kits

337122E181 Ready to assemble wood home office computer furniture (except custom sold directly to the customer at retail), unpainted and finished, sold in kits



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