

# The 2022-2027 Outlook for Wood Window and Door Frames in Japan

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## Abstracts

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

The NAICS code for wood window and door frames is 3219115. It is for this definition that aggregate latent demand estimates are derived. Wood window and door frames is specifically defined as follows:

3219115 Wood window and door frames

32191151 Wood window and door frames, including door frames shipped in door units, excluding window frames shipped in window units

3219115111 Wood window frames, excluding window frames shipped in window units

3219115121 Wood door frames, including door frames shipped in door units

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