

The 2022-2027 Outlook for Wood Window Units in Japan

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Abstracts

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

The NAICS code for wood window units is 3219111. It is for this definition that aggregate latent demand estimates are derived. Wood window units is specifically defined as follows:

3219111 Wood window units

32191111 Double hung wood window units

32191112 Casement wood window units

32191113 All other wood window units, including horizontal sliding, awning and single hung

3219111111 Double hung wood window units, cladded

3219111121 Other double hung wood window units

3219111231 Casement wood window units, cladded

3219111241 Other casement wood window units

3219111351 Horizontal sliding wood window units, cladded

3219111361 Other horizontal sliding wood window units

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