

# The 2022-2027 Outlook for Year-Round Unitary Single Package and Remote-Condenser Air Conditioners with Min. 640,000 BTU/Hr in Japan

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## Abstracts

This study covers the latent demand outlook for year-round unitary single package and remote-condenser air conditioners with at least 640,000 BTU per hour excluding heat pumps 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 year-round unitary single package and remote-condenser air conditioners with at least 640,000 BTU per hour excluding heat pumps. 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 year-round unitary single package and remote-condenser air conditioners with at least 640,000 BTU per hour excluding heat pumps as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for year-round unitary single package and remote-condenser air conditioners with at least 640,000 BTU per hour excluding heat pumps is 333415E079. It is for this definition that aggregate latent demand estimates are derived. Year-round unitary single package and remote-condenser air conditioners with at least 640,000 BTU per hour excluding heat pumps is specifically defined as follows:

333415E079 Unitary air~conditioners, year~round air~conditioners, single package and remote~condenser type (except heat pumps), 640,000 Btu per hour and over

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