

# The 2023-2028 Outlook for Switches in Japan

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# **Abstracts**

This study covers the latent demand outlook for switches 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 switches. 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.

In this report we define the sales of switches as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include ALPS Electric Company, API Technologies, Datronix Holdings, Delta Electronics, Eaton Corporation, ELECTRONICON Kondensatoren, Littelfuse, Mitsumi Electric Company, Omron Corporation, Panasonic Corporation, Schneider Electric, Shenzhen Sunlord Electronics Company, TDK Corporation, TE Connectivity, and Xiamen Hongfa Electroacoustic Company. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).



# **Contents**

# **1 INTRODUCTION**

1.1 OVERVIEW
1.2 WHAT IS LATENT DEMAND AND THE P.I.E.?
1.3 THE METHODOLOGY
1.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION
1.3.2 STEP 2. FILTERING AND SMOOTHING
1.3.3 STEP 3. FILLING IN MISSING VALUES
1.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION
1.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION
1.3.6 STEP 6. AGGREGATION AND BENCHMARKING
1.4 FREQUENTLY ASKED QUESTIONS (FAQ)
1.4.1 CATEGORY DEFINITION
1.4.2 UNITS
1.4.3 METHODOLOGY

# 2 SUMMARY OF FINDINGS

2.1 LATENT DEMAND IN JAPAN

2.2 TOP 100 CITIES SORTED BY RANK

2.3 LATENT DEMAND BY YEAR IN JAPAN

# 3 AICHI

3.1 LATENT DEMAND BY YEAR - AICHI3.2 CITIES SORTED BY RANK - AICHI3.3 CITIES SORTED ALPHABETICALLY - AICHI

# 4 AKITA

4.1 LATENT DEMAND BY YEAR - AKITA4.2 CITIES SORTED BY RANK - AKITA4.3 CITIES SORTED ALPHABETICALLY - AKITA

# **5 AOMORI**

5.1 LATENT DEMAND BY YEAR - AOMORI



5.2 CITIES SORTED BY RANK - AOMORI5.3 CITIES SORTED ALPHABETICALLY - AOMORI

# 6 CHIBA

6.1 LATENT DEMAND BY YEAR - CHIBA6.2 CITIES SORTED BY RANK - CHIBA6.3 CITIES SORTED ALPHABETICALLY - CHIBA

# 7 EHIME

7.1 LATENT DEMAND BY YEAR - EHIME7.2 CITIES SORTED BY RANK - EHIME7.3 CITIES SORTED ALPHABETICALLY - EHIME

# 8 FUKUI

8.1 LATENT DEMAND BY YEAR - FUKUI8.2 CITIES SORTED BY RANK - FUKUI8.3 CITIES SORTED ALPHABETICALLY - FUKUI

# 9 FUKUOKA

9.1 LATENT DEMAND BY YEAR - FUKUOKA9.2 CITIES SORTED BY RANK - FUKUOKA9.3 CITIES SORTED ALPHABETICALLY - FUKUOKA

# **10 FUKUSHIMA**

10.1 LATENT DEMAND BY YEAR - FUKUSHIMA10.2 CITIES SORTED BY RANK - FUKUSHIMA10.3 CITIES SORTED ALPHABETICALLY - FUKUSHIMA

# 11 GIFU

11.1 LATENT DEMAND BY YEAR - GIFU11.2 CITIES SORTED BY RANK - GIFU11.3 CITIES SORTED ALPHABETICALLY - GIFU



### 12 GUMMA

12.1 LATENT DEMAND BY YEAR - GUMMA12.2 CITIES SORTED BY RANK - GUMMA12.3 CITIES SORTED ALPHABETICALLY - GUMMA

### **13 HIROSHIMA**

13.1 LATENT DEMAND BY YEAR - HIROSHIMA13.2 CITIES SORTED BY RANK - HIROSHIMA13.3 CITIES SORTED ALPHABETICALLY - HIROSHIMA

### **14 HOKKAIDO**

14.1 LATENT DEMAND BY YEAR - HOKKAIDO14.2 CITIES SORTED BY RANK - HOKKAIDO14.3 CITIES SORTED ALPHABETICALLY - HOKKAIDO

### 15 HYOGO

15.1 LATENT DEMAND BY YEAR - HYOGO15.2 CITIES SORTED BY RANK - HYOGO15.3 CITIES SORTED ALPHABETICALLY - HYOGO

#### **16 IBARAKI**

16.1 LATENT DEMAND BY YEAR - IBARAKI16.2 CITIES SORTED BY RANK - IBARAKI16.3 CITIES SORTED ALPHABETICALLY - IBARAKI

#### **17 ISHIKAWA**

17.1 LATENT DEMAND BY YEAR - ISHIKAWA17.2 CITIES SORTED BY RANK - ISHIKAWA17.3 CITIES SORTED ALPHABETICALLY - ISHIKAWA

#### **18 IWATE**

18.1 LATENT DEMAND BY YEAR - IWATE



18.2 CITIES SORTED BY RANK - IWATE 18.3 CITIES SORTED ALPHABETICALLY - IWATE

# **19 KAGAWA**

19.1 LATENT DEMAND BY YEAR - KAGAWA19.2 CITIES SORTED BY RANK - KAGAWA19.3 CITIES SORTED ALPHABETICALLY - KAGAWA

# 20 KAGOSHIMA

20.1 LATENT DEMAND BY YEAR - KAGOSHIMA20.2 CITIES SORTED BY RANK - KAGOSHIMA20.3 CITIES SORTED ALPHABETICALLY - KAGOSHIMA

# 21 KANAGAWA

21.1 LATENT DEMAND BY YEAR - KANAGAWA21.2 CITIES SORTED BY RANK - KANAGAWA21.3 CITIES SORTED ALPHABETICALLY - KANAGAWA

# 22 KOCHI

22.1 LATENT DEMAND BY YEAR - KOCHI22.2 CITIES SORTED BY RANK - KOCHI22.3 CITIES SORTED ALPHABETICALLY - KOCHI

# 23 KUMAMOTO

23.1 LATENT DEMAND BY YEAR - KUMAMOTO23.2 CITIES SORTED BY RANK - KUMAMOTO23.3 CITIES SORTED ALPHABETICALLY - KUMAMOTO

# **24 KYOTO**

24.1 LATENT DEMAND BY YEAR - KYOTO24.2 CITIES SORTED BY RANK - KYOTO24.3 CITIES SORTED ALPHABETICALLY - KYOTO



#### 25 MIE

25.1 LATENT DEMAND BY YEAR - MIE25.2 CITIES SORTED BY RANK - MIE25.3 CITIES SORTED ALPHABETICALLY - MIE

#### 26 MIYAGI

26.1 LATENT DEMAND BY YEAR - MIYAGI26.2 CITIES SORTED BY RANK - MIYAGI26.3 CITIES SORTED ALPHABETICALLY - MIYAGI

#### 27 MIYAZAKI

27.1 LATENT DEMAND BY YEAR - MIYAZAKI27.2 CITIES SORTED BY RANK - MIYAZAKI27.3 CITIES SORTED ALPHABETICALLY - MIYAZAKI

#### 28 NAGANO

28.1 LATENT DEMAND BY YEAR - NAGANO28.2 CITIES SORTED BY RANK - NAGANO28.3 CITIES SORTED ALPHABETICALLY - NAGANO

#### 29 NAGASAKI

29.1 LATENT DEMAND BY YEAR - NAGASAKI29.2 CITIES SORTED BY RANK - NAGASAKI29.3 CITIES SORTED ALPHABETICALLY - NAGASAKI

#### **30 NARA**

30.1 LATENT DEMAND BY YEAR - NARA30.2 CITIES SORTED BY RANK - NARA30.3 CITIES SORTED ALPHABETICALLY - NARA

#### **31 NIIGATA**

31.1 LATENT DEMAND BY YEAR - NIIGATA



31.2 CITIES SORTED BY RANK - NIIGATA 31.3 CITIES SORTED ALPHABETICALLY - NIIGATA

# **32 OITA**

32.1 LATENT DEMAND BY YEAR - OITA32.2 CITIES SORTED BY RANK - OITA32.3 CITIES SORTED ALPHABETICALLY - OITA

# **33 OKAYAMA**

33.1 LATENT DEMAND BY YEAR - OKAYAMA33.2 CITIES SORTED BY RANK - OKAYAMA33.3 CITIES SORTED ALPHABETICALLY - OKAYAMA

# **34 OKINAWA**

34.1 LATENT DEMAND BY YEAR - OKINAWA34.2 CITIES SORTED BY RANK - OKINAWA34.3 CITIES SORTED ALPHABETICALLY - OKINAWA

# **35 OSAKA**

35.1 LATENT DEMAND BY YEAR - OSAKA35.2 CITIES SORTED BY RANK - OSAKA35.3 CITIES SORTED ALPHABETICALLY - OSAKA

# 36 SAGA

36.1 LATENT DEMAND BY YEAR - SAGA36.2 CITIES SORTED BY RANK - SAGA36.3 CITIES SORTED ALPHABETICALLY - SAGA

#### **37 SAITAMA**

37.1 LATENT DEMAND BY YEAR - SAITAMA37.2 CITIES SORTED BY RANK - SAITAMA37.3 CITIES SORTED ALPHABETICALLY - SAITAMA



#### 38 SHIGA

38.1 LATENT DEMAND BY YEAR - SHIGA38.2 CITIES SORTED BY RANK - SHIGA38.3 CITIES SORTED ALPHABETICALLY - SHIGA

#### **39 SHIMANE**

39.1 LATENT DEMAND BY YEAR - SHIMANE39.2 CITIES SORTED BY RANK - SHIMANE39.3 CITIES SORTED ALPHABETICALLY - SHIMANE

#### **40 SHIZUOKA**

40.1 LATENT DEMAND BY YEAR - SHIZUOKA40.2 CITIES SORTED BY RANK - SHIZUOKA40.3 CITIES SORTED ALPHABETICALLY - SHIZUOKA

### 41 TOCHIGI

41.1 LATENT DEMAND BY YEAR - TOCHIGI41.2 CITIES SORTED BY RANK - TOCHIGI41.3 CITIES SORTED ALPHABETICALLY - TOCHIGI

# **42 TOKUSHIMA**

42.1 LATENT DEMAND BY YEAR - TOKUSHIMA42.2 CITIES SORTED BY RANK - TOKUSHIMA42.3 CITIES SORTED ALPHABETICALLY - TOKUSHIMA

# **43 TOKYO**

43.1 LATENT DEMAND BY YEAR - TOKYO43.2 CITIES SORTED BY RANK - TOKYO43.3 CITIES SORTED ALPHABETICALLY - TOKYO

# **44 TOTTORI**

44.1 LATENT DEMAND BY YEAR - TOTTORI



44.2 CITIES SORTED BY RANK - TOTTORI 44.3 CITIES SORTED ALPHABETICALLY - TOTTORI

# **45 TOYAMA**

45.1 LATENT DEMAND BY YEAR - TOYAMA45.2 CITIES SORTED BY RANK - TOYAMA45.3 CITIES SORTED ALPHABETICALLY - TOYAMA

# 46 WAKAYAMA

46.1 LATENT DEMAND BY YEAR - WAKAYAMA46.2 CITIES SORTED BY RANK - WAKAYAMA46.3 CITIES SORTED ALPHABETICALLY - WAKAYAMA

# 47 YAMAGATA

47.1 LATENT DEMAND BY YEAR - YAMAGATA47.2 CITIES SORTED BY RANK - YAMAGATA47.3 CITIES SORTED ALPHABETICALLY - YAMAGATA

# 48 YAMAGUCHI

48.1 LATENT DEMAND BY YEAR - YAMAGUCHI48.2 CITIES SORTED BY RANK - YAMAGUCHI48.3 CITIES SORTED ALPHABETICALLY - YAMAGUCHI

# 49 YAMANASHI

49.1 LATENT DEMAND BY YEAR - YAMANASHI49.2 CITIES SORTED BY RANK - YAMANASHI49.3 CITIES SORTED ALPHABETICALLY - YAMANASHI

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