

MARKET SHARE IN JAPAN 2009

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- XV. LEISURE

MARKET SHARE IN JAPAN 2009 FEATURES:

- ◆ Over 750 Products on 15 Major Markets
- ◆ Selected Overviews of Featured Markets
- ◆ Market Size by Production, Shipment or Sales
- ◆ Annual Growth of the Last Five Years
- ◆ Market Share by Company for Each Product

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Nakanosakaue Central Bldg., 2-46-2 Honcho,
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Website: <http://www.yanoresearch.com>
Phone: +81-3-5371-6907
Fax: +81-3-5371-6965

1 Energy and Metals

Energy

- Electric Light in Quantity
- Electric Light in Value
- Power in Quantity
- Power in Value

Iron and Steel

- Pig Iron
- Crude Steel
- Standard Crude Steel (Rolling Ingot)
- Special Crude Steel (Rolling Ingot)
- Forging Steel Ingot
- Heavy Rail
- Light Rail
- Steel Sheet Pile
- Large-sized Section Steel
- Small and Medium-sized Section Steel
- Large-sized Steel Bar
- Medium-sized Steel Bar
- Small-sized Steel Bar
- Bar-in-coil
- General Wire Rod
- Low Carbon Wire Rod
- High Carbon Wire Rod
- Pipe Section
- Thick Steel Plate
- Thin and Medium Steel Plate
- Cold-rolled Steel Sheet
- Cold-rolled Wide Steel
- Cold-rolled Narrow Steel
- Cold-rolled Electrical Steel
- Tinplate
- Galvanized Steel Sheet
- Regular Steel Hot-rolled Pipe
- Special Steel Hot-rolled Pipe

2 General Machinery

Machine Tools

- NC Lathe
- Machining Center
- NC Milling Machine
- NC Cylindrical Grinder
- NC Surface Grinder
- NC Electric Discharge Machine (Total)
- NC Wirecut Electric Discharge Machine
- NC Die Sinking Electric Discharge Machine

Electric Tools

- Special Steel Cutting Tool
- Hard Metal Tool
- Diamond Tool
- Pneumatic Tool
- Electric Tool (Total)
- Electric Drill
- Electric Saw
- Electric Grinder
- Other Electric Tool

Metal Processing Machinery

- Hydraulic Press
- Mechanical Press
- Shearing Machine
- Foundry Equipment
- Die Casting Machine

Plastic Processing Machinery

- Injection Molding Machine
- Extrusion Molding Machine and Peripheral

Conveying Machinery

- Crane (Total)

- Overhead Traveling Crane

- Portal Bridge Crane

- Jib Crane

- Winch (Total)

- Other Winch

- Chain Block

- Conveyor (Total)

- Belt Conveyor

- Chain Conveyor

- Roller Conveyor

- Elevator

- Escalator

- Forklift Truck

- Industrial Robot (Total)

- Vertical Articulated Robot

- Peripheral Component for Robot

Transportation Carriage Systems

- Multi-tiered Automatic Warehouse

- Automatic Classification System

- Picking System

- Unmanned Carrier

- Electric Mobile Rack

- Rotary Rack

Construction Equipment

- Bulldozer (Total)

- Bulldozer (under 10 tons)

- Bulldozer (10 tons and over)

- Shovel Truck

- Excavator (Total)

- Hydraulic Shovel Excavator

- Truck Crane

- Rough Terrain Crane

- Crawler Crane

- Leveling Machine (Total)

- Roller

- Asphalt Paver

- Concrete Machine

- Basic Construction Machine

- Drilling and Boring Machine

Boilers and Generators

- Gasoline Engine

- Diesel Engine

- Boiler

- Steam Turbine

Pumps

- Centrifugal Pump

- Axial and Mixed Flow Pump

- Rotary Pump

- Submersible Pump

- Compressor

- Fan

Hydraulic Machinery

- Hydraulic Pump (Total)

- Gear Hydraulic Pump

- Vane Hydraulic Pump

- Piston Hydraulic Pump

- Hydraulic Motor

- Hydraulic Cylinder

- Hydraulic Valve

Freezers and Air Conditioners

- Freezer (Total)

- General Air-conditioning Freezer

- Single-packaged Air Conditioner

- Window and Wall Air Conditioner

- Separate Air Conditioner

- Air Conditioner for Transport Equipment

Agricultural Machinery

- Rice Planting Machine
- Wheel Tractor
- Power Tiller and Cultivator
- Combine
- Managing Machinery and Implement
- Rice Husker
- Agricultural Drier

Sewing Machines

- Sewing Machine (Total)
- Home Sewing Machine (Subtotal)
- Programmable Sewing Machine
- Industrial Sewing Machine

Textile Machinery

- Chemical Fiber Machine
- Spinning Machine
- Preparatory Machine (Total)
- Winding Machine
- Other Preparatory Machine
- Loom
- Knitting Machine
- Bleaching and Finishing Machine

Pollution Prevention

- Air Pollution Prevention System (Total)
- Dust Collecting System
- Heavy and Gas Oil Desulfurizer
- Exhaust Gas Desulfurizer
- Exhaust Gas Denitrator
- Exhaust Gas Treatment System
- Water Pollution Prevention System (Total)
- Industrial Waste Water Treatment System
- Sewage Treatment System
- Human-waste Treatment System
- Sludge Treatment System
- Marine Pollution Prevention System
- Garbage Disposal System (Total)
- Municipal Refuse Treatment System
- Industrial Waste Treatment Equipment
- Noise Prevention System

Vending Machines

- Beverage Vending Machine
- Cigarette Vending Machine
- Ticket Vending Machine
- Automatic Ticket Checker

Printing Machinery

- Printing Machine (Total)
- Book Binding Machine

Food Processing Machinery

- Grain Processing Machine (Total)
- Rice Polishing Machine
- Flour Milling Machine
- Noodle Machine
- Bread and Cake Baking Machine
- Milk Processing Machine
- Meat and Fish Processing Machine
- Beverage Manufacturing Machine

Packaging Machinery

- Consumer Packing Machine (Total)
- Form-fill-sealing Machine
- Overwrapping Machine
- Cartoning Machine
- Vacuum Packaging Machine
- Shrink Wrapping Machine
- Canning Machine
- Bottling Machine
- Packing Machine (Total)
- Band Strapping Machine
- Case Forming Machine

String Packing Machine

Bearings

- Bearing (Total)
- Ball Bearing (Total)
- Radial Ball Bearing
- Thrust Ball Bearing
- Other Ball Bearing
- Roller Bearing (Total)
- Cylindrical Roller Bearing
- Tapered Roller Bearing
- Spherical Roller Bearing
- Needle Roller Bearing
- Bearing Unit

3 Vehicles

Four-wheel Vehicles

- Automobile (Total)
- Passenger Car (Total)
- Automobile (2000 cc and over)
- Automobile (661 - 2000 cc)
- Automobile (660 cc and under)
- Truck (Total)
- Standard Gasoline Truck
- Standard Diesel Truck
- Small Gasoline Truck
- Small Diesel Truck
- Light Gasoline Truck
- Bus (Total)
- Large Bus (30 seats and over)
- Small Bus (29 seats and under)
- Four-wheel Vehicle Export

Two-wheel Vehicles

- Motorcycle (Total)
- Motorcycle (50 cc and under)
- Motorcycle (51 - 125 cc)
- Motorcycle (126 - 250 cc)
- Motorcycle (251 cc and over)
- Motorcycle Export

4 Precision Machinery

Cameras and Films

- Camera Accessory (Stroboscope, Tripod, Filter)
- Interchangeable Camera Lens
- Photographic Film (Total)

Watches and Clocks

- Wrist Watch (Incl. Export)
- Wrist Watch (Excl. Export)
- Men's Watch (Total)
- Men's Mechanical Watch
- Men's Quartz Watch (Analog, Digital)
- Men's Quartz Watch (Digital)
- Women's Watch (Total)
- Women's Mechanical Watch
- Women's Quartz Watch (Analog, Digital)
- Women's Quartz Watch (Digital)
- Clock (Total, Incl. Export)
- Clock (Total, Excl. Export)
- Table Clock, Alarm Clock and Wall Clock
- Instrument Panel Clock

Measuring Instruments and Analyzers

- Industrial Measuring Instrument
- Precision Measuring Instrument
- Analyzer (Total)
- Photometric Analyzer
- Electro Magnetic Analyzer
- Chromatography System, Separator and Distiller

Gas Meter
Water Meter
Voltmeter

Medical Devices

Electrocardiograph (ECG)
Vital Sign Monitoring System
Polygraph
Electroencephalograph (EEG)
X-ray Computed Tomography (CT) Scanner
Magnetic Resonance Imaging (MRI) Scanner
Angiographic System
Ultrasound Imaging Equipment (Total)
Ultrasound Imaging Equipment (Middle to Low-end)
Ultrasound Imaging Equipment (High-end)
Ventilator
General Anesthetic Equipment
Electric Scalpel
Ultrasonic Aspirator
Ultrasonic Coagulating Cutter
Ultrasound Imaging System
Magnetoencephalograph (MEG)

5 Information Technology

Drives and Disks

Magneto-optical (MO) Disk Drive (3.5")
Hard Disk Drive (HDD) (Total)
HDD (3.5")
HDD (2.5" and under)
Hard Disk (HD) (Total)
HD (3.5")
HD (2.5" and under)
MO Disk (3.5")
MO Disk (5.25")

Displays

Liquid Crystal Display (LCD)

Printers

Serial Impact Dot Printer
Ink Jet Printer
Line Impact Dot Printer
Low and Medium-speed Page Printer
High-speed Page Printer

Plotters

Flatbed Pen Plotter
Grit-rolling Pen Plotter
Electrophotographic Raster Plotter
Inkjet Raster Plotter

Office Equipment

Cash Register

6 Electrical Machinery

Electrical Machinery and Equipment

DC Generator and Motor
AC Generator (Total)
Water Mill and Other AC Generator
General Purpose Turbine Generator
General Purpose Engine Generator
Electric Motor (Total)
AC Electric Motor (Subtotal)
Single Phase Induction Motor
General Purpose Three Phase Induction Motor
Individual Purpose Three Phase Induction Motor
Transformer (Total)
Power Distribution Transformer
Power Transformer
Special Purpose Transformer
Meter Transformer

Power Converter (Total)
Low Voltage Switch and Controller (Total)
High Voltage Switch
Low Voltage Circuit Breaker (Total)
High Voltage Circuit Breaker (Total)
Vacuum Circuit Breaker
Gas Circuit Breaker
Condenser

Household Appliances

Electric Refrigerator (Total)
Electric Refrigerator (401 liter and over)
Electric Refrigerator (301 - 400 liter)
Electric Refrigerator (141 - 300 liter)
Electric Refrigerator (140 liter and under)
Washing Machine (Total)
Full Automatic Washing Machine (Total)
Full Automatic Washing Machine (6 kg and over)
Full Automatic Washing Machine (under 6 kg)
Dual Drum Washing Machine
Microwave Oven (Total)
Single-function Microwave Oven
Multi-function Microwave Oven

Audio Visual Equipment

Color Television (Total)
Plasma Display Television
Liquid Crystal Display (LCD) Color Television
Table-top Color VTR
Video Camera
Digital Video Disc (DVD) -- Video
Broadcasting Satellite (BS/CS) Antenna
Communication Satellite (CS) Digital Tuner
CD Radio Cassette Player
Stereo Set
Compact Disc (CD) Player (Total)
Mini Disc (MD) Player
Car Stereo
Car CD Player
Car Navigation System
Audio and Video Magnetic Recording Tape
Mobile Phone

Semiconductor Devices

Discrete Semiconductor (Total)
Optical Device (LED, LD, Other)
Integrated Circuit
Bipolar Digital IC
Bipolar Linear IC
MOS Microcomputer (MPU, MCU)
MOS Logic
MOS Memory IC
CCD and CMOS Sensor

Electronic Devices

Aluminum Capacitor
Tantalum Capacitor
Film Capacitor
Ceramic Capacitor
Metallic Film Fixed Resistor
Chip Fixed Resistor
Variable Resistor
Connector
Relay
Keyboard Switch
Switching Power Supply
Operation Switch
Transformer and Coil

7 Housing and Housing Materials

Housing Materials

Gypsum Board
ALC
Fiber Cement Slate
Ceramic Siding
Extrusion Molding Cement Board (Thick)
GRC
Glass Wool
Rock Wool
Extrusion Foam Polystyrene
Shutter
Metal Siding
PVC Floor Material
Resin Sash

Home Hardware

Bathroom Sink
FRP Bathtub
Stainless Steel Bathtub
Bath Unit
Sink
System Kitchen
Toilet Seat with Bottom-washer Function
Gas Water Heater with Main Stop System
Gas Water Heater with End Stop System
Bath Tub with Gas Hot Water Supplier
Gas Hot Water Supplier Heater
Eco Will
Eco Cute
Gas Stove
Built-in Stove
IH Cooking Heater
Garbage Disposer
Dish Washer

8 Chemicals and Plastics

Plastics

Low Density Polyethylene (LDPE)
Linear Low Density Polyethylene (LLDPE)
High Density Polyethylene (HDPE)
Polypropylene (PP)
Polystyrene (GP, HI)
ABS Resin
Methyl Methacrylate (MMA)

Engineering Plastics

Polyacetal (POM)
Polycarbonate (PC)
Polybutylene Terephthalate (PBT)
Modified PPE and PPO
Polyamide 6
Polyamide 66
Liquid Crystal Polymer
Reinforced PET
Polyphenylene Sulfide (PPS)

Plastic Products

Oriented Polypropylene (OPP) Film
Cast Polypropylene (CPP) Film
ONy Film
PET Film
PP Filler Sheet
PSP Sheet
PSP Container
PET Bottle
PP Filler Container
PP Foam Container
OPS Container

Agrochemicals

Ethylthiometon Granule
PAP Powder
DEP Powder
MPP Granule
MEP Powder
Diazinon Granule
ECP Powder
Machine Oil Emulsion
D-D
NAC Granule
Acephate Granule
Metaldehyde Granule
Ethofenprox Powder DL
Tefluthrin Granule
Silafluofen Powder DL
Dinotefuran Granule
IBP Granule
EDDP Powder
Lime Sulfur Mixture
Isoprothiolane Granule
Kasugamycin and Fthalide Powder DL
Thiophanatemethyl Powder
Dazomet Granule Powder
BPMC, MPP and EDDP Powder DL
Cartap and Pencycuron Powder DL
Fipronil Probenazole Granule
Simetryne, Molinate and MCPB Granule
Diflufenican and Trifluralin Emulsion
Bispyribac Sodium Liquid
Benthiocarb Emulsion
Simetryne and Molinate Granule
Chlorate Water Soluble
Chlorate Granule
Glyphosate Isopropylammonium Liquid
Bentazone Granule
Sodium Fluoroacetate Granule
Thallium Granule
Zinc Phosphide Granule
Calcium Oxide
Repellent
Agrochemical Export
Agrochemical Import

9 Rubber and Leather

Rubbers

Automobile Tire
Conveyor Belt
Geared Belt
Rubber Hose
Fender

Leather Shoes

Men's Leather Shoes
Women's and Children's Leather Shoes

10 Foods and Beverages

Processed Foods

Ham
Sausage

Dairy Products

Milk
Cream Portion
Fresh Cream
Butter
Cheese
Ice Cream
Instant Cream Powder

Processed Foods

Fish Ham and Sausage
Kamaboko (Boiled Fish Paste)
Age-kamaboko (Fried Fish Paste)
Chikuwa (Baked Fish Paste)
Fumi-kamaboko (Imitation Crab or Seafood)
Smoked Salmon
Karashi Mentaiko (Spicy Cod Roe)
Kako Nori (Dried Seaweed)
Dried Bonito Flake
Japanese Pickle
Natto (Steamed Fermented Soybean)
Nimame (Cooked Bean)
Kori Dofu (Freeze-dried Tofu)
Cooked Nametake Mushroom

Sugar

Refined Sugar (Total)

Bread and Pastas

Bread
Raw Noodle
Dry Noodle
Pasta
Individually Wrapped Rice Cake

Instant Foods

Instant Packet Noodle
Instant Cup Noodle
Instant Miso Soup
Instant Osuimono Clear Soup
Instant Soup
Instant Ochazuke (Rice Broth) Mix
Furikake (Rice Seasoning) Mix
Instant Sushi Seasoning Mix
Instant Spicy Ma Po Sauce
Instant Curry
Retort Pouched Curry
Instant Dessert
Instant Microwavable Food

Canned Foods and Bottled Foods

Canned Seafood
Canned Meat
Canned Corned Beef
Bottled Nori Tsukudani (Seaweed Paste)
Shiokara (Salt-fermented Fish Gut)
Jam

Confectionery

Chocolate
Biscuit and Cookie
Rice Cracker
Bean Snack
Snack
Chewing Gum
Candy and Caramel
Western Sweets
Japanese Sweets
Dessert (Yogurt, Pudding, Other)

Alcoholic Beverages

Sake (Rice Wine)
Multiple Distilled Shochu (Spirit)
Single Distilled Shochu (Spirit)
Beer
Happoshu (Sparkling Low-malt Liquor)
Whisky
Brandy
Wine

Coffee and Tea

Instant Coffee
Regular Coffee
Black Tea (Leaf, Bag)
Cocoa
Green Tea
Mugicha (Barley Tea)

Soft Drinks

Cola
Other Carbonated Beverage
Natural Fruit Juice (100% Fresh)
Fruit Drink (below 100% Fresh)
Coffee Drink
Milk Drink (Concentrated, Plain)
Milk Drink (Concentrated, Fruit Flavored)
Vegetable Juice
Oolong Tea
Green Tea Drink
Black Tea Drink
Sports Drink
Nutrition Drink
Mineral Water
Lactic Beverage

Condiments

Cooking Oil
Olive Oil
Sesame Oil
Margarine
Miso (Fermented Soybean Paste)
Soy Sauce
Sauce
Tomato Product
Mayonnaise
Liquid Dressing
Vinegar
Rice Cooking Wine-like Syrup
Nucleotide Seasoning
Dry Flavor Seasoning
Liquid Flavor Seasoning
Korean Barbecue Sauce
Spice
Men-tsuyu (Noodle Dipping Sauce)
Nabe-tsuyu (Stew-pot Base Soup)
Ponzu (Seasoned Vinegar Dressing)
Consomme and Bouillon

Frozen Foods

Frozen Food

Health Foods

Yeast Food
Protein
Multivitamin
Vitamin C

11 Apparel

Apparel

- Synthetic Fiber and Spinning
- Women's Clothing
- Women's Underwear
- Men's Clothing
- Babies' and Children's Clothing
- Cloth Shirt
- Tie
- Jeans
- Sports and Athletic Wear
- Work Uniform
- School Uniform
- Kimono Fabric

12 Papers and Magazines

Newsprint

- Roll of Newsprint

Printing and Communication Papers

- Non-coated Printing Paper
- Wood-free Printing Paper (High Grade)
- Wood-containing Printing Paper (Medium Grade)
- Wood-containing Printing Paper (Low Grade)
- Thin Printing Paper
- Light-coated Printing Paper
- Coated Printing Paper
- Art Paper
- Coated Paper
- Lightweight Coated Paper
- Other Coated Printing Paper
- Special Printing Paper
- Colored Fine Paper
- Other Special Printing Paper
- Communication Paper
- Manifold Base Paper
- Photosensitive Paper
- Business Form Paper
- PPC Paper
- Recording Paper
- Other Communication Paper

Wrapping Papers

- Wrapping Paper
- Unbleached Wrapping Paper
- Unglazed Bag Paper
- Other Unbleached Wrapping Paper
- Bleached Wrapping Paper
- Machine Glazed Poster Paper
- Bleached Kraft Paper
- Other Bleached Wrapping Paper

Miscellaneous Papers

- Sanitary Paper
- Miscellaneous Paper
- Miscellaneous Industrial Paper
- Converting Paper
- Electrical Insulating Paper
- Glassine Paper
- Other Miscellaneous Industrial Paper

Liner Boards

- Kraft Liner Board
- Jute Liner Board
- Soft Liner Board
- Pulp Corrugating Medium
- Waste Paper Corrugating Medium
- Coated Manila Board
- Non-coated Manila Board
- Coated White Lined Board
- Non-coated White Lined Board

Straw and Chip Board

Color Board

Gypsum Liner Board

Core Paper Board

Magazines

- News Weekly Magazine
- Women's Weekly Magazine
- Women's Monthly Magazine
- General Monthly Magazine

13 Pharmaceuticals

Prescription Drugs

- General Anesthetic
- Hypnotic and Sedative
- Psychotropic
- Antiemetic and Antivertigo
- Local Anesthetic
- Muscle Relaxant
- Antispasmodic
- Sensory Organ Drug
- Antiarrhythmic Agent
- Diuretic
- Vasodilator
- Antihypertensive Agent
- Antihyperlipidemic Agent
- Miscellaneous Cardiovascular System Drug
- Antilulcer Agent
- Hormone
- Dermatological Agent
- Vitamin B1 Preparation
- Vitamin B Preparation
- Hemostatic
- Anticoagulant
- Liver Disease Drug
- Enzyme
- Antidiabetic Agent
- Antineoplastic
- Antiallergic
- Antibiotic (A)
- Antibiotic (B)
- Antibiotic (C)
- Antibiotic (Other)
- Synthetic Antibacterial
- X-ray Contrast Media

Over the Counter Drugs

- Cold Remedy
- Eye Drop
- Antitussive and Expectorant
- Rhinitis Remedy
- Analgesic (Pain Relief, Antipyretic)
- Digestive Agent
- Antiflatulent and Antidiarrheal
- Constipation Relief
- Hemorrhoid Treatment
- Skin Disinfectant
- Athlete's Foot Remedy
- Dermatological Agent
- Antiitching Agent
- Mouth Antiseptic (Tablet, Troche)
- Vitamin Tablet
- Energy Health Drink
- Calcium Tablet
- Muscle Pain Poultice Pad
- Muscle Pain Plaster Patch

14 Toiletries and Stationeries

Cosmetics

- Cosmetic Product (Total)
- Skin-care Product
- Make-up Product
- Hair-care Product
- Fragrance
- Men's Cosmetic Product
- Price-maintained Product
- Open Distribution Product
- Door-to-door Sales Product
- Catalog Sales Product
- Direct Sales Product
- Business Use Product
- Cosmetic OEM

Household and Personal Care

- Shampoo
- Conditioner
- Toothpaste
- Solid Body Soap
- Liquid Body Soap
- Hand Soap
- Powder Laundry Detergent
- Liquid Laundry Detergent
- Dish Washing Detergent
- Floor and Furniture Cleanser
- Sanitary Napkin
- Sanitary Tampon
- Disposable Baby Diaper
- Disposable Adult Diaper
- Light Incontinence Product
- Paper Towel
- General Mask
- Bath Agent
- Antiperspirant and Deodorant
- Home Fragrance
- Moth Proofing Agent
- Moisture Absorbent

Stationeries

- Pencil
- Mechanical Pencil
- Ball Point Pen
- Felt-tipped Marker

15 Leisure

Musical Instruments

- Piano
- Electronic Organ

Toys

- Electronic Toy
- Hobby Model
- Boys Toy and Boys Character Toy
- Hobby Radio Controlled Model
- Girls Toy and Girls Character Toy
- Analog Game
- Stuffed Toy and Doll
- Jigsaw Puzzle
- Confectionery with Toy
- Capsuled Toy

Sports and Leisure

- Golf Goods
- Ski Goods
- Fishing Goods
- Outdoor Goods
- Tennis Goods
- Swimming Wear and Goods
- Baseball and Softball Goods

- Snowboard Goods
- Marine Sports Goods
- Cycle Sports Goods
- Table Tennis Goods

Pachinko

- Pachinko Machine
- Pachislot Machine
- Pachinko Hall Computer System
- Prize POS System
- Counter
- Automatic Prize Dispenser
- Ball Supply Equipment System
- Token Supply Equipment System
- Machine-side Ball Dispenser
- Machine-side Token Dispenser
- Security Appliance System
- Sound Equipment System