

The 2022-2027 Outlook for Interurban and Rural Bus Transportation in Japan

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Abstracts

This study covers the latent demand outlook for interurban and rural bus transportation 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 interurban and rural bus transportation. 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 interurban and rural bus transportation as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for interurban and rural bus transportation is 4852. It is for this definition that aggregate latent demand estimates are derived. Interurban and rural bus transportation is specifically defined as follows:

4852 Interurban and Rural Bus Transportation

48521 See industry description for 485210.

485210 This industry comprises establishments primarily engaged in providing bus

passenger transportation over regular routes and on regular schedules, principally outside a single metropolitan area and its adjacent nonurban areas.

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