

The 2022-2027 Outlook for Motor Homes Produced on Purchased Chassis in Japan

<https://marketpublishers.com/r/2067FCDB3DCAEN.html>

Date: November 2021

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 2067FCDB3DCAEN

Abstracts

This study covers the latent demand outlook for motor homes produced on purchased chassis 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 motor homes produced on purchased chassis. 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 motor homes produced on purchased chassis as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for motor homes produced on purchased chassis is 3362130. It is for this definition that aggregate latent demand estimates are derived. Motor homes produced on purchased chassis is specifically defined as follows:

3362130 MOTOR HOMES, PRODUCED ON PURCHASED CHASSIS

33621301 Motor homes, produced on purchased chassis

3362130101 Conventional (type A) motor homes, produced on purchased chassis

3362130104 Chopped van (type C) motor homes, produced on purchased chassis

3362130107 Van camper (type B) motor homes, produced on purchased chassis

3362130111 Converted vans not qualifying as van camper (type B) motor homes,
produced on purchased chassis

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