

The 2022-2027 Outlook for Motorcycles, Motorbikes, Mopeds, Motor Scooters, Trail Vehicles, and Related Parts in Japan

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Abstracts

This study covers the latent demand outlook for motorcycles, motorbikes, mopeds, motor scooters, trail vehicles, and related parts 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 motorcycles, motorbikes, mopeds, motor scooters, trail vehicles, and related parts. 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 motorcycles, motorbikes, mopeds, motor scooters, trail vehicles, and related parts as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for motorcycles, motorbikes, mopeds, motor scooters, trail vehicles, and related parts is 3369912. It is for this definition that aggregate latent demand estimates are derived. Motorcycles, motorbikes, mopeds, motor scooters, trail vehicles, and related parts is specifically defined as follows:

3369912 Motorcycles, motorbikes, mopeds, motorscooters, trail vehicles and parts

33699121 Bicycles and parts (excluding children's two wheel sidewalk cycles with solid or semipneumatic tires)

336991213 Motorcycles,(excl. sidecars), mopeds, motorscooters, and trail vehicles

336991253 Parts, including sidecars, but excluding motorbike parts interchangeable with bicycle parts

3369912101 Bicycles, complete; wheels of all diameter and all speeds (including lightweight, road, mountain, all terrain, and cruiser type)

3369912103 Other cycles, including unicycles, adult tricycles, and children's tricycles of metal tubular construction (excluding children's sidewalk bikes with solid or semipneumatic tires)

3369912109 Frames, forks, and similar parts for bicycles, unicycles, and adult tricycles

3369912113 Wheel rims and spokes for bicycles, unicycles, and adult tricycles

3369912116 Seats (saddles) for bicycles, unicycles, and adult tricycles

3369912119 Pedals and crankgear and similar parts for bicycles, unicycles, and adult tricycles

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