

The 2022-2027 Outlook for New Car Dealers in Japan

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Abstracts

This study covers the latent demand outlook for new car dealers 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 new car dealers. 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 new car dealers as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for new car dealers is 44111. It is for this definition that aggregate latent demand estimates are derived. New car dealers is specifically defined as follows:

44111 See industry description for 441110.

441110 This industry comprises establishments primarily engaged in retailing new automobiles and light trucks, such as sport utility vehicles, and passenger and cargo vans, or retailing these new vehicles in combination with activities, such as repair services, retailing used cars, and selling replacement parts and accessories.

4411101 Vehicle sales

4411102 Service labor and parts

441110P Primary services

441110SM Other receipts

441110101 New vehicle sales

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