

The 2022-2027 Outlook for Passenger Car Rental and Leasing in Japan

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Abstracts

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

The NAICS code for passenger car rental and leasing is 53211. It is for this definition that aggregate latent demand estimates are derived. Passenger car rental and leasing is specifically defined as follows:

53211 This industry comprises establishments primarily engaged in renting or leasing passenger cars without drivers.

532111 This industry comprises establishments primarily engaged in renting passenger cars without drivers, generally for short periods of time.

532112 This industry comprises establishments primarily engaged in leasing passenger cars without drivers, generally for long periods of time.

5321112 Car rental, standard

5321113 Car rental, replacement

532111P Primary services

532111SM Other receipts

532111211 Business travel

532111221 Leisure travel

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