

# The 2022-2027 Outlook for Recreational Vehicle Dealers in Japan

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## Abstracts

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

The NAICS code for recreational vehicle dealers is 44121. It is for this definition that aggregate latent demand estimates are derived. Recreational vehicle dealers is specifically defined as follows:

44121 See industry description for 441210.

441210 This industry comprises establishments primarily engaged in retailing new and/or used recreational vehicles commonly referred to as RVs or retailing these new vehicles in combination with activities, such as repair services and selling replacement

parts and accessories.

4412101 Recreational vehicle dealers

441210P Primary services

441210SM Other receipts

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