

# The 2022-2027 Outlook for School and Employee Bus Transportation in Japan

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## Abstracts

This study covers the latent demand outlook for school and employee bus transportation 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 school and employee bus transportation. 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 school and employee bus transportation as defined by the North American Industrial Classification system or NAICS (pronounced "nakes").

The NAICS code for school and employee bus transportation is 4854. It is for this definition that aggregate latent demand estimates are derived. School and employee bus transportation is specifically defined as follows:

4854 School and Employee Bus Transportation

48541 See industry description for 485410.

485410 This industry comprises establishments primarily engaged in providing buses

and other motor vehicles to transport pupils to and from school or employees to and from work.

4854101 Establishments primarily engaged in operating buses to transport pupils to and from school.

4854102 Establishments primarily engaged in operating buses or other motor vehicles to transport workers to and from work sites.

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