

The 2023-2028 Outlook for Travel Trailers in Japan

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Abstracts

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

The NAICS code for travel trailers is 3362141. It is for this definition that aggregate latent demand estimates are derived. Travel trailers is specifically defined as follows:

3362141 Travel trailers

33621411 Conventional travel trailers

33621412 Fifth wheel travel trailers

33621413 Conventional travel trailers, 30 ft. (9.144 m) or more in length, including park models

33621414 Fifth wheel travel trailers, less than 30 ft. (9.144 m) in length

33621415 Fifth wheel travel trailers, 30 ft. (9.144 m) or more in length

336214125 Less than 30 feet in length

336214128 30 feet or more in length

3362141101 Conventional travel trailers, less than 20 ft. (6.096 m) in length

3362141104 Conventional travel trailers, 20 ft. (6.096 m) to 24 ft. 11 in. (7.595 m) in length

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