

The 2022 Report on Motor Home Manufacturing: World Market Segmentation by City

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Abstracts

This report was created for global strategic planners who cannot be content with traditional methods of segmenting world markets. With the advent of a 'borderless world', cities become a more important criteria in prioritizing markets, as opposed to regions, continents, or countries. This report covers the top 2,000 cities in over 200 countries. It does so by reporting the estimated market size (in terms of latent demand) for each major city of the world. It then ranks these cities and reports them in terms of their size as a percent of the country where they are located, their geographic region (e.g. Africa, Asia, Europe, Middle East, North America, Latin America), and the total world market.

This study covers motor home manufacturing as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for motor home manufacturing is 336213. It is for this definition that aggregate latent demand estimates are derived. Motor home manufacturing is specifically defined as follows:

336213 This U.S. industry comprises establishments primarily engaged in (1) manufacturing motor homes on purchased chassis and/or (2) manufacturing conversion vans on an assembly line basis. Motor homes are units where the motor and the living quarters are integrated in the same unit.

336213M Miscellaneous receipts

336213P Primary products

336213S Secondary products

3362130 MOTOR HOMES, PRODUCED ON PURCHASED CHASSIS

336213SM Secondary products and miscellaneous receipts

33621301 Motor homes, produced on purchased chassis

336213101 Conventional (type A)

336213102 Other motor homes

3362130101 Conventional (type A) motor homes, produced on purchased chassis

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