

The 2022 Report on Motor Homes Produced on Purchased Chassis: 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 homes produced on purchased chassis as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for motor homes produced on purchased chassis is 3362130. It is for this definition that aggregate latent demand estimates are derived. Motor homes produced on purchased chassis is specifically defined as follows:

3362130 MOTOR HOMES, PRODUCED ON PURCHASED CHASSIS

33621301 Motor homes, produced on purchased chassis

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

3362130104 Chopped van (type C) motor homes, produced on purchased chassis

3362130107 Van camper (type B) motor homes, produced on purchased chassis

3362130111 Converted vans not qualifying as van camper (type B) motor homes, produced on purchased chassis

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