

The 2022 Report on Rental and Leasing of Trucks, Utility Trailers, and Recreational Vehicles: World Market Segmentation by City

<https://marketpublishers.com/r/292F5D3BEF6AEN.html>

Date: July 2021

Pages: 525

Price: US\$ 995.00 (Single User License)

ID: 292F5D3BEF6AEN

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 rental and leasing of trucks, utility trailers, and recreational vehicles as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for rental and leasing of trucks, utility trailers, and recreational vehicles is 53212. It is for this definition that aggregate latent demand estimates are derived. Rental and leasing of trucks, utility trailers, and recreational vehicles is specifically defined as follows:

53212 See industry description for 532120.

532120 This industry comprises establishments primarily engaged in renting or leasing, without drivers, one or more of the following: trucks, truck tractors or buses: semitrailers, utility trailers, or RVs (recreational vehicles).

532120P Primary services

5321201 Truck and utility trailer rental

5321202 Truck, truck tractor and truck trailer leasing

5321203 Recreational vehicle rental

532120SM Other receipts

532120211 Truck leasing

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