

The 2022 Report on Travel Trailer and Camper 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 travel trailer and camper manufacturing as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for travel trailer and camper manufacturing is 336214. It is for this definition that aggregate latent demand estimates are derived. Travel trailer and camper manufacturing is specifically defined as follows:

336214 This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) manufacturing travel trailers and campers designed to attach to motor vehicles; (2) manufacturing pickup coaches (i.e., campers) and caps (i.e., covers) for mounting on pickup trucks; and (3) manufacturing automobile, utility and light-truck trailers. Travel trailers do not have their own motor but are designed to be towed by a motor unit, such as an automobile or a light truck.

336214M Miscellaneous receipts

336214P Primary products

336214S Secondary products

3362141 Travel trailers

3362143 Automobile and light truck trailers

3362145 Camping trailers, campers, pickup covers, and parts

336214SM Secondary products and miscellaneous receipts

33621411 Conventional travel trailers

33621412 Fifth wheel travel trailers

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