

The 2023-2028 Outlook for Heavy Duty Trucks in Japan

<https://marketpublishers.com/r/234385599E7FEN.html>

Date: November 2022

Pages: 234

Price: US\$ 595.00 (Single User License)

ID: 234385599E7FEN

Abstracts

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

The NAICS code for heavy duty trucks is 336120. It is for this definition that aggregate latent demand estimates are derived. Heavy duty trucks is specifically defined as follows:

336120 This industry comprises establishments primarily engaged in (1) manufacturing heavy duty truck chassis and assembling complete heavy duty trucks, buses, heavy duty motor homes, and other special purpose heavy duty motor vehicles for highway use or (2) manufacturing heavy duty truck chassis only.

3361201 Trucks, tractors, and bus chassis, 14,001 to 33,000 lbs

3361202 Trucks, truck tractors, and bus chassis,

3361203 Firefighting vehicles, military vehicles and buses

336120M Miscellaneous receipts

336120P Primary products

336120S Secondary products

33612011 Trucks, truck tractors, and bus chassis (chassis of own manufacture) 14,001 to 33,000 lb

33612021 Trucks, truck tractors, and bus chassis (chassis of own manufacture) 33,001 lb or more

33612031 Buses and military vehicles, except trolley buses

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