

The 2023 Report on Heavy Duty Trucks: 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 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.

336120M Miscellaneous receipts

336120P Primary products

336120S Secondary products

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

336120SM Secondary products and miscellaneous receipts

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

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