

The 2023 Report on Vans: 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.

In this report we define the sales of vans as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Adrian Steel, BMC Commercial Vehicles, BMW, Buick, BYD, Chery, Chevrolet, Chrysler, Citroën, Citroen-Groupe PSA, CNH Industrial Group, Dacia, Daihatsu, Daimler AG, Dodge, FCA Ram, Fiat Automobiles SPA, Ford Motor Company, FSC, GAZ, Glas, GM, Groupe PSA, HAITEC, Hermes, Hertz, Himachal Road Transport Corporation (HRTC), Holden, Honda, Hyundai, Isuzu, Iveco, Jaguar Land Rover (JLR), Jeep, Kia, LeasePlan, Luxgen, Mahindra & Mahindra Ltd (M&M, Ltd), Maruti Suzuki, Mazda Motor, Mercedes-Benz, Mitsubishi Motors, Morgan Olson, Navistar, Nissan MOTOR Company, Opel/Vauxhall, Proton, Pyonghwa Motors, Renault-Nissan-Mitsubishi Alliance, SAIC-GM-Wuling, SEAT, Shanghai GM, SsangYong Motor Company, Star Trucks International, Subaru, Suzuki Motor, Tata Chemicals, Textron, The Indian Hotels Company, Titan, Toyota Coaster, Vauxhall, Volkswagen Commercial Vehicles, Waymo, Wuling Motors, and Yulon Motor. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was

considered in defining and calibrating this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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