

CHAPTER 4 MARKET SEGMENTATION I

Heavy truck (15.1 tons and over) leasing is the largest revenue source for the Japanese truck leasing market, accounting for 69.7% of the market's value share.

Light and medium truck (3.51 - 15 tons) leasing represents the remaining 30.3% of the market share.

Table 3: Japan Truck Leasing Market Segmentation I: % Share, by Value, 2002	
Category	% Share
Heavy truck (15.1t+) leasing	69.70%
Light and medium truck (3.51-15t) leasing	30.30%
Total	100.0%

Source: Datamonitor DATAMONITOR

