

CHAPTER 5 MARKET SEGMENTATION II

In terms of value, Japan accounts for 57% of the Asia-Pacific truck leasing market.

| Table 4: Japan Truck Leasing Market Segmentation II: % Share, by Value, 2002 | |
|---|----------------|
| Geography | % Share |
| Japan | 57.00% |
| Rest of Asia Pacific | 43.00% |
| Total | 100.0% |

Source: Datamonitor DATAMONITOR

