

# The 2023 Report on Industrial and Commercial Fans and Blowers: 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 industrial and commercial fans and blowers as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for industrial and commercial fans and blowers is 3334120. It is for this definition that aggregate latent demand estimates are derived. Industrial and commercial fans and blowers is specifically defined as follows:

### 3334120 INDUSTRIAL AND COMMERCIAL FANS AND BLOWERS

33341201 Power roof ventilators and parts

33341202 Centrifugal blower\_filter units, and classes I\_IV centrifugal fans, except parts

33341203 Other centrifugal fans and blowers, except parts

33341204 Axial fans, except parts

33341205 Industrial propeller fans, except parts

33341206 Penthouses, shutters, guards, and other parts and accessories for industrial centrifugal, axial, and propeller fans and blowers (except power roof ventilators)

3334120YWW industrial and commercial fans, blowers, and attic fans

3334120101 Axial and propeller type power roof ventilators, except parts

3334120104 Centrifugal type power roof ventilators, except parts

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