

# The 2023 Report on Industrial Pumps: 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 pumps as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for industrial pumps is 33391114. It is for this definition that aggregate latent demand estimates are derived. Industrial pumps is specifically defined as follows:

33391114 Industrial pumps, except hydraulic fluid power pumps, automotive circulating pumps, and measuring and dispensing pumps

33391114C3 Reciprocating pumps, direct\_acting steam\_driven

33391114C7 Reciprocating pumps, driven by electric motor, engine, or steam turbine, reciprocating piston, plunger or diaphragm (not air operated) pumps

33391114D5 Diaphragm pumps (air operated)

33391114R1 Rotary pumps, 100 p.s.i. and under designed pressure; 10 g.p.m. and under designed capacity

33391114R3 Rotary pumps, 100 p.s.i. and under designed pressure; 11 to 99 g.p.m. designed capacity

33391114R5 Rotary pumps, 100 p.s.i. and under designed pressure; 100 to 299 g.p.m. designed capacity

33391114R7 Rotary pumps, 100 p.s.i. and under designed pressure; 300 g.p.m. and over designed capacity

33391114RA Rotary pumps, 101 to 249 p.s.i. designed pressure; 10 g.p.m. and under designed capacity

33391114RC Rotary pumps, 101 to 249 p.s.i. designed pressure; 11 to 99 g.p.m. designed capacity

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