

The 2022 Report on Motor Vehicle Electrical and Electronic Equipment: 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 motor vehicle electrical and electronic equipment as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for motor vehicle electrical and electronic equipment is 336322D. It is for this definition that aggregate latent demand estimates are derived. Motor vehicle electrical and electronic equipment is specifically defined as follows:

336322D MOTOR VEHICLE ELECTRICAL AND ELECTRONIC EQUIPMENT

336322D1 Motor vehicle electrical and electronic equipment, new and rebuilt

336322D102 Motor vehicle cruise control units, new

336322D104 Motor vehicle permanent defrosters, new

336322D107 Motor vehicle wiring harness sets, except ignition, new

336322D111 Motor vehicle windshield washer_wiper mechanisms, including washer pumps, new

336322D114 Motor vehicle block and battery heaters, new

336322D115 Other motor vehicle heaters and other heater parts, new

336322D119 Electronic control modular chips for motor vehicles

336322D121 Motor vehicle instrument board assemblies, new

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