

# The 2022 Report on Motorcycles, Motorbikes, Mopeds, Motor Scooters, Trail Vehicles, and Related Parts: 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 motorcycles, motorbikes, mopeds, motor scooters, trail vehicles, and related parts as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for motorcycles, motorbikes, mopeds, motor scooters, trail vehicles, and related parts is 3369912. It is for this definition that aggregate latent demand estimates are derived. Motorcycles, motorbikes, mopeds, motor scooters, trail vehicles, and related parts is specifically defined as follows:

3369912 Motorcycles, motorbikes, mopeds, motorscooters, trail vehicles and parts

33699121 Bicycles and parts (excluding children's two\_wheel sidewalk cycles with solid or semipneumatic tires)

336991213 Motorcycles,(excl. sidecars), mopeds, motorscooters, and trail vehicles

336991253 Parts, including sidecars, but excluding motorbike parts interchangeable with bicycle parts

3369912101 Bicycles, complete; wheels of all diameter and all speeds (including lightweight, road, mountain, all\_terrain, and cruiser\_type)

3369912103 Other cycles, including unicycles, adult tricycles, and children's tricycles of metal tubular construction (excluding children's sidewalk bikes with solid or semipneumatic tires)

3369912109 Frames, forks, and similar parts for bicycles, unicycles, and adult tricycles

3369912113 Wheel rims and spokes for bicycles, unicycles, and adult tricycles

3369912116 Seats (saddles) for bicycles, unicycles, and adult tricycles

3369912119 Pedals and crankgear and similar parts for bicycles, unicycles, and adult tricycles

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