

The 2022 Report on New Wheels for Motor Vehicles: 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 new wheels for motor vehicles as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for new wheels for motor vehicles is 3363995. It is for this definition that aggregate latent demand estimates are derived. New wheels for motor vehicles is specifically defined as follows:

3363995 Motor vehicle wheels, new

33639951 Motor vehicle wheels, new

3363995101 Car and light truck wheels, steel, new

3363995104 Car and light truck wheels, aluminum, new

3363995107 Other car and light truck wheels, including combination, new

3363995111 Heavy truck and bus type wheels, including those used for truck trailers and trailer coaches

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