

The 2022 Report on Newsprint Mills: 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 newsprint mills as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for newsprint mills is 322122. It is for this definition that aggregate latent demand estimates are derived. Newsprint mills is specifically defined as follows:

322122 This U.S. industry comprises establishments primarily engaged in manufacturing newsprint and uncoated groundwood paper from pulp. These establishments may manufacture or purchase pulp. In addition, the establishments may also convert the paper they make.

322122M Miscellaneous receipts

322122P Primary products

322122S Secondary products

3221221 Newsprint

3221223 Uncoated groundwood paper incl. form bond, wallpaper base & coating body stock

322122SM Secondary products and miscellaneous receipts

32212211 Newsprint

32212231 Uncoated ground_wood paper (containing more than 10 percent mechanical fiber)

3221221100 Newsprint

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