

# The 2022 Report on Non-Chocolate Confectionery Products Made from Purchased Chocolate Retailed at Manufacturer: 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 non-chocolate-type confectionery products made from purchased chocolate retailled at manufacturing establishment as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-chocolate-type confectionery products made from purchased chocolate retailled at manufacturing establishment is 3113402. It is for this definition that aggregate latent demand estimates are derived. Non-chocolate-type confectionery products made from purchased chocolate retailled at manufacturing establishment is specifically defined as follows:

3113402 NONCHOCOLATE\_TYPE CONFECTIONERY PRODUCTS MADE FROM PURCHASED CHOCOLATE (RETAILED AT MANUFACTURING ESTABLISHMENT)

31134020 Retail nonchocolate~type confectionery products made from purchased chocolate

31134021 Nonchocolate\_type confectionery products made from purchased chocolate (retailed at manufacturing establishment)

3113402000 Nonchocolate~type confectionery products manufactured and sold at retail

3113402100 Nonchocolate\_type confectionery products made from purchased chocolate (retailed at manufacturing establishment)

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