

The 2022 Report on Non-Electric Advertising Signs and Displays: 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-electric advertising signs and displays as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-electric advertising signs and displays is 33995031. It is for this definition that aggregate latent demand estimates are derived. Non-electric advertising signs and displays is specifically defined as follows:

33995031 Nonelectric signs and displays, including counter, floor, and point_of_purchase displays

3399503101 Screen printed nonelectric metal signs and displays, including counter, floor, and point_of_purchase displays

3399503106 Other nonelectric metal signs and displays, including counter, floor, and point_of_purchase displays

3399503111 Screen printed nonelectric wood signs and displays, including counter, floor, and point_of_purchase displays

3399503116 Other nonelectric wood signs and displays, including counter, floor, and point_of_purchase displays

3399503121 Other screen printed nonelectric signs and displays, including counter, floor, and point_of_purchase displays

3399503126 Other nonelectric signs and displays, including counter, floor, and point_of_purchase displays

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