

# The 2022 Report on Non-Electronic Games, Puzzles, 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 non-electronic games, puzzles, and related parts as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-electronic games, puzzles, and related parts is 33993273. It is for this definition that aggregate latent demand estimates are derived. Non-electronic games, puzzles, and related parts is specifically defined as follows:

33993273 Nonelectronic games and puzzles, including parts

3399327301 Board games

3399327306 Nonelectronic sports\_oriented action and skill games, including baseball and football action and skill games

3399327311 Nonelectronic nonsports\_oriented action and skill games

3399327316 Puzzles

3399327321 Other nonelectronic games

3399327326 Parts for nonelectronic games

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