

The 2022 Report on Non-Medicated Sugar Chewing Gum and Bubble Gum: 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-medicated sugar chewing gum and bubble gum as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-medicated sugar chewing gum and bubble gum is 31134041. It is for this definition that aggregate latent demand estimates are derived. Non-medicated sugar chewing gum and bubble gum is specifically defined as follows:

31134041 Chewing gum and bubble gum (nonmedicated), containing sugar

3113404110 Chewing gum and bubble gum (nonmedicated), containing sugar

3113404111 Chewing gum, containing sugar

3113404114 Bubble gum, containing sugar

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