

The 2022 Report on Non-Powered Transportation Toys and Toy Sets: 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-powered transportation toys and toy sets as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-powered transportation toys and toy sets is 33993281. It is for this definition that aggregate latent demand estimates are derived. Non-powered transportation toys and toy sets is specifically defined as follows:

33993281 Nonpowered transportation toys and toy sets

3399328116 Plastics nonpowered transportation toys, nonriding, sold without accessories, more than 6 inches in length (excluding model kits)

3399328121 Other nonpowered transportation toys, nonriding, sold without accessories, more than 6 inches in length (excluding model kits)

3399328141 Other nonpowered transportation toys and toy sets, nonriding (excluding

model kits)

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