

The 2022 Report on Non-Precious Metal Jewelry and Jewelry of Gold, Platinum, and Silver Plated to Non-Precious Metal: 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-precious metal jewelry and jewelry made of gold, platinum, and silver plated to non-precious metal as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-precious metal jewelry and jewelry made of gold, platinum, and silver plated to non-precious metal is 33991403. It is for this definition that aggregate latent demand estimates are derived. Non-precious metal jewelry and jewelry made of gold, platinum, and silver plated to non-precious metal is specifically defined as follows:

33991403 Nonprecious metal jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal

3399140301 Other metal rings and ring mountings, including rings and ring mountings made of gold, platinum, and silver plated to nonprecious metal

3399140311 Other metal women's and children's jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal, excluding rings and ring mountings

3399140316 Other metal organizational jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal, excluding rings and ring mountings

3399140324 Other metal jewelry, including jewelry made of gold, platinum, and silver plated to nonprecious metal

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