

# The 2022 Report on Non-Upholstered Household Furniture Excluding Wood and Metal Furniture: World Market Segmentation by City

<https://marketpublishers.com/r/2D572CB79BCAEN.html>

Date: July 2021

Pages: 524

Price: US\$ 995.00 (Single User License)

ID: 2D572CB79BCAEN

## 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-upholstered household furniture excluding wood and metal furniture as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-upholstered household furniture excluding wood and metal furniture is 3371250. It is for this definition that aggregate latent demand estimates are derived. Non-upholstered household furniture excluding wood and metal furniture is specifically defined as follows:

3371250 NONUPHOLSTERED HOUSEHOLD FURNITURE (EXCEPT WOOD AND METAL)

33712501 Plastics cabinets, including audio and television cabinets, excluding cabinets used as housings

33712502 Reed and rattan household seating, including willow, wicker, and cane, and other reed and rattan household furniture

33712503 Plastics and fibrous glass household seating and furniture, and other household furniture (except wood and metal), nec

33712504 Nonupholstered household furniture made of rattan, reed, wicker, and willow

33712505 Other nonupholstered household furniture (except wood and metal)

3371250111 Plastics cabinets, including audio and television cabinets, excluding cabinets used as housings

3371250211 Reed and rattan household seating, including willow, wicker, and cane

3371250221 Other reed and rattan household furniture

3371250311 Other plastics and fibrous glass household furniture, including seating

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