

The 2022 Report on Non-Wood Office Furniture Manufacturing: 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-wood office furniture manufacturing as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for non-wood office furniture manufacturing is 337214. It is for this definition that aggregate latent demand estimates are derived. Non-wood office furniture manufacturing is specifically defined as follows:

337214 This U.S. industry comprises establishments primarily engaged in manufacturing nonwood office-type furniture. The furniture may be made on a stock or custom basis and may be assembled or unassembled (i.e., knockdown).

337214A NONWOOD OFFICE FURNITURE PANEL SYSTEMS, DESKING SYSTEMS, AND OTHER NONWOOD OFFICE FURNITURE

337214M Miscellaneous receipts

337214P Primary products

337214S Secondary products

3372141 Office seating

3372142 Desks and extensions

3372144 NONWOOD OFFICE DESKS AND EXTENSIONS

3372145 Storage units, files and tables

3372146 Other nonwood office furniture

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