

The 2022 Report on Nursery, Garden Center, and Farm Supply Stores: World Market Segmentation by City

<https://marketpublishers.com/r/271C57154D97EN.html>

Date: July 2021

Pages: 506

Price: US\$ 995.00 (Single User License)

ID: 271C57154D97EN

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 nursery, garden center, and farm supply stores as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for nursery, garden center, and farm supply stores is 44422. It is for this definition that aggregate latent demand estimates are derived. Nursery, garden center, and farm supply stores is specifically defined as follows:

44422 See industry description for 444220.

444220 This industry comprises establishments primarily engaged in retailing nursery and garden products, such as trees, shrubs, plants, seeds, bulbs, and sod, that are predominantly grown elsewhere. These establishments may sell a limited amount of a product they grow themselves.

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