

The 2022 Report on Nursing Homes: 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 nursing homes as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for nursing homes is 623110. It is for this definition that aggregate latent demand estimates are derived. Nursing homes is specifically defined as follows:

623110 This industry comprises establishments primarily engaged in providing inpatient nursing and rehabilitative services. The care is generally provided for an extended period of time to individuals requiring nursing care. These establishments have a permanent core staff of registered or licensed practical nurses who, along with other staff, provide nursing and continuous personal care services.

623110P Primary services

6231101 Public payors

6231103 Private payors

623110SM Other receipts

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