

The 2022 Report on Office Chairs: 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 office chairs as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for office chairs is 33721411. It is for this definition that aggregate latent demand estimates are derived. Office chairs is specifically defined as follows:

33721411 Chairs

337214112 Side and arm chairs

337214113 Stacking and folding chairs

337214114 General office and desk chairs, except secretarial

337214115 Other chairs

3372141111 Office seating, including upholstered, nonwood, secretarial chairs

3372141115 Nonwood task and general office chairs, including upholstered task and general office chairs

3372141121 Office seating, including upholstered, nonwood, general office and desk chairs

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