

# The 2022 Report on Office Supplies and Stationery Stores: 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 supplies and stationery stores as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for office supplies and stationery stores is 45321. It is for this definition that aggregate latent demand estimates are derived. Office supplies and stationery stores is specifically defined as follows:

45321 See industry description for 453210.

453210 This industry comprises establishments primarily engaged in one or more of the following: (1) retailing new stationery, school supplies, and office supplies; (2) selling a combination of new office equipment, furniture, and supplies; and (3) selling new office equipment, furniture, and supplies in combination with selling new computers.

453210P Primary services

#### 4532101 Office supplies and stationery stores

4532102 Establishments primarily engaged in retailing a general line of office supplies, such as accounting and legal forms, blankbooks, and office forms and supplies. School and teacher supply stores are included in this classification.

453210SM Other receipts

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