

# The 2022 Report on Offset Lithographic Printing Presses: 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 offset lithographic printing presses as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for offset lithographic printing presses is 3332931. It is for this definition that aggregate latent demand estimates are derived. Offset lithographic printing presses is specifically defined as follows:

3332931 Printing presses, offset lithographic

33329311 Printing presses, offset lithographic, sheet\_fed

33329312 Printing presses, offset lithographic, roll\_fed (web\_fed), newspaper

33329313 Printing presses, offset lithographic, other roll\_fed (web\_fed)

33329314 Printing presses, offset lithographic, roll\_fed (web\_fed), commercial

(including heat\_set)

3332931101 Printing presses, offset lithographic, small sheet\_fed (less than 14 inches)

3332931111 Printing presses, offset lithographic, other sheet\_fed (14 inches or more)

3332931221 Printing presses, offset lithographic, roll\_fed (web\_fed), newspaper

3332931331 Printing presses, offset lithographic, roll\_fed (web\_fed), business forms

3332931351 Printing presses, offset lithographic, roll\_fed (web\_fed), all other

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