

# The 2022 Report on Optical Goods 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 optical goods stores as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for optical goods stores is 44613. It is for this definition that aggregate latent demand estimates are derived. Optical goods stores is specifically defined as follows:

44613 See industry description for 446130.

446130 This industry comprises establishments primarily engaged in one or more of the following: (1) retailing and fitting prescription eyeglasses and contact lenses; (2) retailing prescription eyeglasses in combination with the grinding of lenses to order on the premises; and (3) selling nonprescription eyeglasses.

446130P Primary services

4461301 Optical goods stores

446130SM Other receipts

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