

# The 2022 Report on Optical Instrument and Lens Manufacturing: 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 instrument and lens manufacturing as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for optical instrument and lens manufacturing is 333314. It is for this definition that aggregate latent demand estimates are derived. Optical instrument and lens manufacturing is specifically defined as follows:

333314 This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) manufacturing optical instruments and lens, such as binoculars, microscopes (except electron, proton), telescopes, prisms, and lenses (except ophthalmic); (2) coating or polishing lenses (except ophthalmic); and (3) mounting lenses (except ophthalmic).

333314M Miscellaneous receipts

333314P Primary products

333314S Secondary products

3333141 Sighting, tracking and fire-control equipment

3333143 ALL OTHER MISCELLANEOUS OPTICAL INSTRUMENTS AND LENSES

3333145 Optical instruments and lenses, n.e.c.

333314SM Secondary products and miscellaneous receipts

33331410 Sighting, tracking, and fire~control equipment, optical~type

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