

The 2022 Report on Outboard Motorboats Excluding Sailboats and Lifeboats: 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 outboard motorboats excluding sailboats and lifeboats as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for outboard motorboats excluding sailboats and lifeboats is 3366121. It is for this definition that aggregate latent demand estimates are derived. Outboard motorboats excluding sailboats and lifeboats is specifically defined as follows:

3366121 Outboard motorboats, inc. commercial and military (exc. sailboats and lifeboats)

33661211 Outboard wood or metal motorboats, including commercial and military (except sailboats and lifeboats)

33661212 Outboard plastics (reinforced) fiberglass motorboats, including commercial and military (except sailboats and lifeboats)

33661213 Outboard plastics (reinforced) fiberglass bass boats

3366121101 Outboard wood or metal runabouts

3366121104 Outboard wood or metal utility boats

3366121107 Outboard wood or metal pontoon boats

3366121111 Outboard wood or metal bass boats

3366121113 Outboard wood or metal fish and ski boats

3366121116 Outboard wood or metal other fish boats

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