

The 2022 Report on Outdoor Lighting Equipment: 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 outdoor lighting equipment as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for outdoor lighting equipment is 3351291. It is for this definition that aggregate latent demand estimates are derived. Outdoor lighting equipment is specifically defined as follows:

3351291 Outdoor lighting equipment (including parts and accessories)

33512910 Outdoor lighting equipment (including parts and accessories)

33512911 Outdoor lighting equipment (including parts and accessories)

3351291000 Outdoor lighting equipment (including parts and accessories)

3351291002 Incandescent (filament and quartz iodine) street and highway lighting

(including bridge and tunnel lighting)

3351291004 Open high intensity discharge (including low pressure sodium and integrally mounted and remote ballasts) street and highway lighting (including bridge and tunnel lighting)

3351291006 Enclosed high intensity discharge (including low pressure sodium and integrally mounted and remote ballasts) street and highway lighting (including bridge and tunnel lighting)

3351291008 Fluorescent street and highway lighting (including bridge and tunnel lighting)

3351291011 Special purpose luminaries for highmast, sign lighting, and expressway fixtures (excluding value of poles)

3351291012 General purpose incandescent filament floodlighting

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