

# The 2022 Report on Packaged and Industrial Converting Paper Excluding Unbleached Kraft Paper: World Market Segmentation by City

<https://marketpublishers.com/r/2187C3C65D8AEN.html>

Date: July 2021

Pages: 524

Price: US\$ 995.00 (Single User License)

ID: 2187C3C65D8AEN

## 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 packaged and industrial converting paper excluding unbleached kraft paper as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for packaged and industrial converting paper excluding unbleached kraft paper is 322121A. It is for this definition that aggregate latent demand estimates are derived. Packaged and industrial converting paper excluding unbleached kraft paper is specifically defined as follows:

322121A Packaged and industrial converting paper, except unbleached kraft

322121A1 Packaging and industrial converting paper, except unbleached kraft

322121A111 Shipping sack paper (except unbleached kraft), including combination kraft and rope, bleached and semibleached

322121A121 Other bag and sack paper, except unbleached kraft and shipping, including grocers', liquor, millinery, notion, variety, etc.

322121A131 Specialty packaging (92 lbs or less) and wrapping paper, except unbleached kraft (butcher, flour, sugar, fast foods, confectionery, etc.)

322121A141 Other converting stock, including asphaltting and creping stocks (not more than 92 lbs), coating and laminating, gummed, twisting and spinning stock (19 lbs or more), and waxing stock (18 lbs or more)

322121A151 Glassine, greaseproof, and vegetable parchment, all grades regardless of end use (92 lb or less)

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