

# The 2022 Report on Paint and Varnish Brushes, Rollers, and Pads: 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 paint and varnish brushes, rollers, and pads as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for paint and varnish brushes, rollers, and pads is 3399943. It is for this definition that aggregate latent demand estimates are derived. Paint and varnish brushes, rollers, and pads is specifically defined as follows:

3399943 Paint and varnish brushes, rollers, and pads

33999431 Paint and varnish brushes, including kalsomine, marking, paperhanging, stenciling, and whitewash brushes

33999432 Paint holders, pads, roller frames, and rollers, including replacement rollers

3399943101 Paint and varnish brushes, including kalsomine, marking, paperhanging, stenciling, and whitewash brushes

3399943206 Paint holders and pads

3399943211 Paint roller frames and rollers, including replacement rollers

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