

# **The 2022 Report on Paper-Cutting and Binding Machinery and 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 paper-cutting and binding machinery and equipment as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for paper-cutting and binding machinery and equipment is 3332937. It is for this definition that aggregate latent demand estimates are derived. Paper-cutting and binding machinery and equipment is specifically defined as follows:

3332937 Printing trades machinery, n.e.c.

33329371 Binding machinery and equipment (including paper cutting, collating, and gathering machines)

333293779 Other printing machinery and equipment, incl. pre-press preparation equipment

333293791 Parts, attachments, and accessories for printing trades machinery

3332937101 Saddle, perfect\_adhesive, and hard case (edition) binding equipment

3332937111 Printing trades paper cutting machines

3332937121 Printing trades collating and gathering machines (sold separately)

3332937131 Printing trades folding machines

3332937141 Printing trades newspaper inserting equipment

3332937151 Other printing trades binding machinery and equipment, including stitchers and trimmers

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