

# The 2022 Report on Paper and Paperboard Cups and Liquid-Tight Containers: 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 and paperboard cups and liquid-tight containers as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for paper and paperboard cups and liquid-tight containers is 3222153. It is for this definition that aggregate latent demand estimates are derived. Paper and paperboard cups and liquid-tight containers is specifically defined as follows:

3222153 Cups and liquid-tight paper and paperboard containers

32221531 Cups and liquid\_tight paper and paperboard containers

3222153111 Liquid\_tight and round\_nested paperboard food containers, including lids and tops

3222153121 Paperboard drinking cups and portion serving cups

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