

The 2022 Report on Paper Supplies for Business Machines and Other Office Uses: 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 supplies for business machines and other office uses as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for paper supplies for business machines and other office uses is 3222313. It is for this definition that aggregate latent demand estimates are derived. Paper supplies for business machines and other office uses is specifically defined as follows:

3222313 Paper supplies for bus. machines/other misc unprinted paper office supplies, nec

32223131 Paper supplies for business machines and other miscellaneous unprinted paper office supplies

3222313111 Paper rolls for adding and other business machines, except rolls for facsimile and photocopy machines

3222313191 Other unprinted paper supplies, including photocopy, laser, safety, facsimile, teletype, etc. (excluding sensitized paper)

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