

# The 2022 Report on Paperboard Cartons for Milk, Juice, and Other Beverages and Products: 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 paperboard cartons for milk, juice, and other beverages and products as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for paperboard cartons for milk, juice, and other beverages and products is 3222151. It is for this definition that aggregate latent demand estimates are derived. Paperboard cartons for milk, juice, and other beverages and products is specifically defined as follows:

3222151 Milk and milk-type paperboard cartons, incl. juices and other bev

32221511 Milk and milk\_type paperboard cartons, including juice, beverage, and other products

3222151100 Milk and milk\_type paperboard cartons, including juice, beverage, and

other products

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