

The 2022 Report on Paperboard Mills: 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 mills as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for paperboard mills is 32213. It is for this definition that aggregate latent demand estimates are derived. Paperboard mills is specifically defined as follows:

32213 See industry description for 322130.

322130 This industry comprises establishments primarily engaged in manufacturing paperboard from pulp. These establishments may manufacture or purchase pulp. In addition, the establishments may also convert the paperboard they make.

322130M Miscellaneous receipts

322130P Primary products

322130S Secondary products

3221301 Unbleached kraft packaging and industrial converting paperboard (> 80% virgin wood pulp)

3221302 Bleached packaging and industrial converting paperboard (> 80% virgin wood pulp)

3221303 Semicheical paperboard (> 75% virgin wood pulp)

3221304 Recycled paperboard

3221305 SEMICHEICAL PAPERBOARD, INCLUDING CORRUGATING MEDIUM (75 PERCENT OR MORE VIRGIN WOODPULP)

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