

# The 2023 Report on Peanut Butter: 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 peanut butter as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for peanut butter is 3119114. It is for this definition that aggregate latent demand estimates are derived. Peanut butter is specifically defined as follows:

3119114 Peanut butter

31191141 Peanut butter

3119114111 Peanut butter in consumer sizes

3119114121 Peanut butter in commercial sizes and bulk

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