

The 2022 Report on Pharmaceutical Vitamin, Nutrient, and Hematinic Preparations: 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 pharmaceutical vitamin, nutrient, and hematinic preparations as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for pharmaceutical vitamin, nutrient, and hematinic preparations is 325412L. It is for this definition that aggregate latent demand estimates are derived. Pharmaceutical vitamin, nutrient, and hematinic preparations is specifically defined as follows:

325412L Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations

325412L0 Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations, for human use

325412L1 Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations,

for human use

325412L000 Pharmaceutical preparations, vitamin, nutrient, and hematinic preparations, for human use

325412L011 Vitamin preparations, multivitamins, plain and with minerals, except B complex vitamins and fish liver oils

325412L016 Vitamin preparations, pediatric vitamin preparations (drops, suspensions and chewable tablets)

325412L021 Vitamin preparations, prenatal vitamin preparations

325412L026 Vitamin preparations, B complex preparations

325412L031 Vitamin preparations, fluoride preparations

325412L036 Vitamin preparations, nec

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