

# The 2022 Report on Pickles and Other Pickled 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 pickles and other pickled products as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for pickles and other pickled products is 311421P. It is for this definition that aggregate latent demand estimates are derived. Pickles and other pickled products is specifically defined as follows:

311421P Primary products

311421P1 Pickles and other pickled products

311421P111 Finished dill cucumber pickles

311421P121 Finished sour cucumber pickles

311421P131 Finished sweet cucumber pickles



311421P141 Refrigerated finished cucumber pickles, including overnight, half\_sour, artificially acidified, etc.

311421P151 Other finished pickles and pickled products (mushrooms, peppers, onions, etc.)

311421P161 Finished horseradish (excluding sauce)

311421P171 Finished relishes

311421P181 Finished sauerkraut



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