

# The 2022 Report on Poultry Processing: 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 poultry processing as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for poultry processing is 311615. It is for this definition that aggregate latent demand estimates are derived. Poultry processing is specifically defined as follows:

311615 This U.S. industry comprises establishments primarily engaged in (1) slaughtering poultry and small game and/or (2) preparing processed poultry and small game meat and meat byproducts.

311615A OTHER POULTRY AND SMALL GAME (INCLUDING FROZEN), WHOLE OR PARTS

311615D Processed poultry & small game (has 20 percent or more poultry/meat) excl. soups

311615M Miscellaneous receipts

311615P Primary products

311615S Secondary products

3116151 Young chickens (usually under 20 weeks of age), whole or parts

3116154 HENS AND/OR FOWL (INCLUDING FROZEN WHOLE OR PARTS)

3116157 Turkeys (including frozen whole or parts)

311615A1 Other poultry and small game (including frozen), whole or parts

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