

The 2022 Report on Prepared Flour Mixes and Refrigerated and Frozen Doughs and Batters Made in Flour 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 prepared flour mixes and refrigerated and frozen doughs and batters made in flour mills as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for prepared flour mixes and refrigerated and frozen doughs and batters made in flour mills is 31211A1. It is for this definition that aggregate latent demand estimates are derived. Prepared flour mixes and refrigerated and frozen doughs and batters made in flour mills is specifically defined as follows:

31211A1 Prepared flour mixes (including refrigerated and frozen doughs and batters), made in flour mills

31211A111 Pancake and waffle mixes, made in flour mills

31211A121 Cake mixes, including gingerbread, made in flour mills

311211A131 Biscuit mixes, made in flour mills

311211A141 Bread and bread_type roll mixes, made in flour mills

311211A151 Other prepared flour mixes (including cookie, piecrust, doughnut, and other sweet yeast goods mixes), made in flour mills

311211A161 Refrigerated doughs and batters (cookie, biscuit, bread and bread_type roll, pasta, pizza, coffeecake, pancake, etc.), made in flour mills

311211A171 Frozen doughs and batters (cookie, biscuit, bread and bread_type roll, pasta, pizza, coffeecake, pancake, etc.), made in flour mills

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