

The 2022 Report on Prepared Fresh Fish and Other Fresh Seafood: 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 fresh fish and other fresh seafood as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for prepared fresh fish and other fresh seafood is 3117121. It is for this definition that aggregate latent demand estimates are derived. Prepared fresh fish and other fresh seafood is specifically defined as follows:

3117121 Prepared fresh fish and other fresh seafood

31171211 Prepared fresh fish and other fresh seafood, surimi, and surimi based products

31171211A1 Prepared fresh fish, other fish, other

31171211B1 Prepared fresh blue crab meat

31171211C1 Prepared fresh rock crab meat

31171211D1 Prepared fresh snow crab meat

31171211F1 Prepared fresh shrimp

31171211G1 Prepared fresh oysters

31171211H1 Prepared fresh clams

31171211J1 Other prepared fresh shellfish (except surimi and surimi_based products)

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