

The 2022 Report on Prepared Fresh Surimi and Surimi-Based Products: World Market Segmentation by City

<https://marketpublishers.com/r/2F27B00816EFEN.html>

Date: July 2021

Pages: 506

Price: US\$ 995.00 (Single User License)

ID: 2F27B00816EFEN

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 surimi and surimi-based products as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for prepared fresh surimi and surimi-based products is 31171211. It is for this definition that aggregate latent demand estimates are derived. Prepared fresh surimi and surimi-based products is specifically defined as follows:

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)

31171211K1 Prepared fresh surimi, except surimi_based products

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