

The 2022 Report on Prepared Frozen Cod, Cusk, Haddock, Hake, Perch, Pollock, and Whiting Fish Forms: World Market Segmentation by City

<https://marketpublishers.com/r/26A6D43A54F6EN.html>

Date: July 2021

Pages: 530

Price: US\$ 995.00 (Single User License)

ID: 26A6D43A54F6EN

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 frozen cod, cusk, haddock, hake, perch, pollock, and whiting fish forms excluding fillets, steaks, sticks, and portions as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for prepared frozen cod, cusk, haddock, hake, perch, pollock, and whiting fish forms excluding fillets, steaks, sticks, and portions is 31171225. It is for this definition that aggregate latent demand estimates are derived. Prepared frozen cod, cusk, haddock, hake, perch, pollock, and whiting fish forms excluding fillets, steaks, sticks, and portions is specifically defined as follows:

31171225 Prepared frozen groundfish (cod, cusk, haddock, hake, perch, pollock, and whiting), other forms

3117122551 Prepared frozen groundfish (cod, cusk, haddock, hake, perch, pollock, and whiting), other forms

3117122581 Prepared frozen fish, Alaska pollock, fillets and steaks, breaded or battered

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