

The 2023 Report on Primary Batteries: 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 primary batteries as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for primary batteries is 3359120. It is for this definition that aggregate latent demand estimates are derived. Primary batteries is specifically defined as follows:

3359120 PRIMARY BATTERIES

33591201 Round and prismatic primary battery cells

33591202 Button and coin primary battery cells

33591203 Parts for primary batteries, excluding cases and containers

3359120101 Alkaline manganese round and prismatic primary battery cells

3359120104 Zinc carbon round and prismatic primary battery cells

3359120107 Mercuric oxide round and prismatic primary battery cells

3359120111 Lithium round and prismatic primary battery cells

3359120114 All other round and prismatic battery cells

3359120201 Silver oxide button and coin primary battery cells

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