

The 2022 Report on Printing and Binding of Technical, Scientific, and Professional Books: 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 printing and binding of technical, scientific, and professional books as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for printing and binding of technical, scientific, and professional books is 3231173. It is for this definition that aggregate latent demand estimates are derived. Printing and binding of technical, scientific, and professional books is specifically defined as follows:

3231173 Technical, scientific, and professional book printing and binding

32311731 Technical, scientific, and professional book printing and binding

3231173111 Hardbound technical, scientific, and professional book printing and binding

3231173116 Paperbound technical, scientific, and professional book printing
and binding

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