

# The 2023 Report on Printing and Related Support Activities: World Market Segmentation by City

<https://marketpublishers.com/r/21246E03EEC0EN.html>

Date: June 2022

Pages: 502

Price: US\$ 995.00 (Single User License)

ID: 21246E03EEC0EN

## 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 related support activities as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for printing and related support activities is 3231. It is for this definition that aggregate latent demand estimates are derived. Printing and related support activities is specifically defined as follows:

### 3231 Printing and Related Support Activities

32311 This industry comprises establishments primarily engaged in printing on apparel and textile products, paper, metal, glass, plastics, and other materials, except fabric (grey goods). The printing processes employed include, but are not limited to, lithographic, gravure, screen, flexographic, digital, and letterpress. Establishments in this industry do not manufacture the stock that they print but may perform postprinting activities, such as folding, cutting, or laminating the materials they print, and mailing.

32312 This industry comprises establishments primarily engaged in performing prepress (e.g., platemaking, typesetting) and postpress services (e.g., book binding) in support of printing activities.

323110 This U.S. industry comprises establishments primarily engaged in lithographic (i.e., offset) printing without publishing (except books, grey goods, and manifold business forms). This industry includes establishments engaged in lithographic printing on purchased stock materials, such as stationery, letterhead, invitations, labels, and similar items, on a job order basis.

323111 This U.S. industry comprises establishments primarily engaged in gravure printing without publishing (except books, grey goods, and manifold business forms). This industry includes establishments engaged in gravure printing on purchased stock materials, such as stationery, letterhead, invitations, labels, and similar items, on a job order basis.

323112 This U.S. industry comprises establishments primarily engaged in flexographic printing without publishing (except books, grey goods, and manifold business forms). This industry includes establishments engaged in flexographic printing on purchased stock materials, such as stationery, invitations, labels, and similar items, on a job order basis.

323113 This U.S. industry comprises establishments primarily engaged in screen printing without publishing (except books, grey goods, and manifold business forms). This industry includes establishments engaged in screen printing on purchased stock materials, such as stationery, invitations, labels, and similar items, on a job order basis. Establishments primarily engaged in printing on apparel and textile products, such as T-shirts, caps, jackets, towels, and napkins, are included in this industry.

323114 This U.S. industry comprises establishments primarily engaged in traditional printing activities, such as short-run offset printing or prepress services, in combination with providing document photocopying service. Prepress services include receiving documents in electronic format and directly duplicating from the electronic file and formatting, colorizing, and otherwise modifying the original document to improve presentation. These establishments, known as quick printers, generally provide short-run printing and copying with fast turnaround times.

323115 This U.S. industry comprises establishments primarily engaged in printing graphical materials using digital printing equipment. Establishments known as digital

printers typically provide sophisticated prepress services including using scanners to input images and computers to manipulate and format the graphic images prior to printing.

323116 This U.S. industry comprises establishments primarily engaged in printing special forms, including checkbooks, for use in the operation of a business. The forms may be in single and multiple sets, including carbonized, interleaved with carbon, or otherwise processed for multiple reproduction.

## Contents

### **1 INTRODUCTION & METHODOLOGY**

#### 1.1 OVERVIEW AND DEFINITIONS

#### 1.2 MARKET POTENTIAL ESTIMATION METHODOLOGY

##### 1.2.1 OVERVIEW

##### 1.2.2 WHAT IS LATENT DEMAND AND THE P.I.E.?

##### 1.2.3 THE METHODOLOGY

###### 1.2.3.1 STEP 1. PRODUCT DEFINITION AND DATA COLLECTION

###### 1.2.3.2 STEP 2. FILTERING AND SMOOTHING

###### 1.2.3.3 STEP 3. FILLING IN MISSING VALUES

###### 1.2.3.4 STEP 4. VARYING PARAMETER, NON-LINEAR ESTIMATION

###### 1.2.3.5 STEP 5. FIXED-PARAMETER LINEAR ESTIMATION

###### 1.2.3.6 STEP 6. AGGREGATION AND BENCHMARKING

#### 1.3 FREQUENTLY ASKED QUESTIONS (FAQ)

##### 1.3.1 CATEGORY DEFINITION

##### 1.3.2 UNITS

##### 1.3.3 METHODOLOGY

### **2 USING THE DATA**

### **3 CITY SEGMENTS RANKED BY MARKET SIZE**

#### 3.1 TOP 15 MARKETS

#### 3.2 MARKETS 16 TO

#### 3.3 REMAINING CITIES BY MARKET RANK

### **4 CITY SEGMENTS IN ALPHABETICAL ORDER**

#### 4.1 A: FROM AALBORG TO AZUL

#### 4.2 B: FROM BABAHOYO TO BYUMBA TOWN

#### 4.3 C: FROM CAAGUAZU TO CZ?STOCHOWA

#### 4.4 D: FROM DA LAT TO DZUUNMOD

#### 4.5 E: FROM EBEBIYIN TO EUNOS GRC

#### 4.6 F: FROM FACATATIV? TO FUZHOU

#### 4.7 G: FROM GABES TO GYUMRI

#### 4.8 H: FROM HA LONG (HONG GAI) TO HYESAN

#### 4.9 I: FROM IALTA (YALTA) TO IZMIT

- 4.10 J: FROM JABALPUR TO JYVASKYLA
- 4.11 K: FROM KABANKALAN TO KYZYLORDA
- 4.12 L: FROM LA BANDA TO LYSYCHANS'K
- 4.13 M: FROM MA`ARRAT AN NU`MAN TO MZUZU
- 4.14 N: FROM NABEREZHNYE TCHELNY TO NZEREKORE
- 4.15 O: FROM OAKVILLE TO OZAMIS CITY
- 4.16 P: FROM PABNA TO PYONGYANG
- 4.17 Q: FROM QAEMSHAHR TO QUITO
- 4.18 R: FROM RA'ANNANA TO RZESZ?W
- 4.19 S: FROM SAANICH TO SZOMBATHELY
- 4.20 T: FROM TABACO TO TYUMEN
- 4.21 U: FROM UBERABA TO UZHHOROD
- 4.22 V: FROM VACOAS-PHOENIX TO VUNG TAU
- 4.23 W: FROM WA TO WUXI
- 4.24 X: FROM XAI-XAI TO XUZHOU
- 4.25 Y: FROM YAKUTSK TO YUHUA
- 4.26 Z: FROM ZAASTAD TO ZWOLLE

## **5 CITY SEGMENTS RANKED BY COUNTRY**

- 5.1 AFGHANISTAN
- 5.2 ALBANIA
- 5.3 ALGERIA
- 5.4 AMERICAN SAMOA
- 5.5 ANDORRA
- 5.6 ANGOLA
- 5.7 ANTIGUA AND BARBUDA
- 5.8 ARGENTINA
- 5.9 ARMENIA
- 5.10 ARUBA
- 5.11 AUSTRALIA
- 5.12 AUSTRIA
- 5.13 AZERBAIJAN
- 5.14 BAHRAIN
- 5.15 BANGLADESH
- 5.16 BARBADOS
- 5.17 BELARUS
- 5.18 BELGIUM
- 5.19 BELIZE

- 5.20 BENIN
- 5.21 BERMUDA
- 5.22 BHUTAN
- 5.23 BOLIVIA
- 5.24 BOSNIA AND HERZEGOVINA
- 5.25 BOTSWANA
- 5.26 BRAZIL
- 5.27 BRUNEI
- 5.28 BULGARIA
- 5.29 BURKINA FASO
- 5.30 BURUNDI
- 5.31 CAMBODIA
- 5.32 CAMEROON
- 5.33 CANADA
- 5.34 CAPE VERDE
- 5.35 CHAD
- 5.36 CHILE
- 5.37 CHINA
- 5.38 CHRISTMAS ISLAND
- 5.39 COLOMBIA
- 5.40 COMOROS
- 5.41 COSTA RICA
- 5.42 COTE D'IVOIRE
- 5.43 CROATIA
- 5.44 CUBA
- 5.45 CYPRUS
- 5.46 DENMARK
- 5.47 DJIBOUTI
- 5.48 DOMINICA
- 5.49 ECUADOR
- 5.50 EGYPT
- 5.51 EL SALVADOR
- 5.52 EQUATORIAL GUINEA
- 5.53 ERITREA
- 5.54 ESTONIA
- 5.55 ESWATINI
- 5.56 ETHIOPIA
- 5.57 FIJI
- 5.58 FINLAND

- 5.59 FRANCE
- 5.60 FRENCH POLYNESIA
- 5.61 GABON
- 5.62 GEORGIA
- 5.63 GERMANY
- 5.64 GHANA
- 5.65 GREECE
- 5.66 GREENLAND
- 5.67 GRENADA
- 5.68 GUAM
- 5.69 GUATEMALA
- 5.70 GUINEA
- 5.71 GUINEA-BISSAU
- 5.72 GUYANA
- 5.73 HAITI
- 5.74 HONDURAS
- 5.75 HONG KONG
- 5.76 HUNGARY
- 5.77 ICELAND
- 5.78 INDIA
- 5.79 INDONESIA
- 5.80 IRAN
- 5.81 IRAQ
- 5.82 IRELAND
- 5.83 ISRAEL
- 5.84 ITALY
- 5.85 JAMAICA
- 5.86 JAPAN
- 5.87 JORDAN
- 5.88 KAZAKHSTAN
- 5.89 KENYA
- 5.90 KIRIBATI
- 5.91 KOSOVO
- 5.92 KUWAIT
- 5.93 KYRGYZSTAN
- 5.94 LAOS
- 5.95 LATVIA
- 5.96 LEBANON
- 5.97 LESOTHO

- 5.98 LIBERIA
- 5.99 LIBYA
- 5.100 LIECHTENSTEIN
- 5.101 LITHUANIA
- 5.102 LUXEMBOURG
- 5.103 MACAU
- 5.104 MACEDONIA
- 5.105 MADAGASCAR
- 5.106 MALAWI
- 5.107 MALAYSIA
- 5.108 MALI
- 5.109 MALTA
- 5.110 MAURITANIA
- 5.111 MAURITIUS
- 5.112 MEXICO
- 5.113 MICRONESIA
- 5.114 MOLDOVA
- 5.115 MONACO
- 5.116 MONGOLIA
- 5.117 MONTENEGRO
- 5.118 MOROCCO
- 5.119 MOZAMBIQUE
- 5.120 MYANMAR
- 5.121 NAMIBIA
- 5.122 NAURU
- 5.123 NEPAL
- 5.124 NEW CALEDONIA
- 5.125 NEW ZEALAND
- 5.126 NICARAGUA
- 5.127 NIGER
- 5.128 NIGERIA
- 5.129 NIUE
- 5.130 NORFOLK ISLAND
- 5.131 NORTH KOREA
- 5.132 NORWAY
- 5.133 OMAN
- 5.134 PAKISTAN
- 5.135 PALAU
- 5.136 PALESTINE



- 5.137 PANAMA
- 5.138 PAPUA NEW GUINEA
- 5.139 PARAGUAY
- 5.140 PERU
- 5.141 POLAND
- 5.142 PORTUGAL
- 5.143 PUERTO RICO
- 5.144 QATAR
- 5.145 ROMANIA
- 5.146 RUSSIA
- 5.147 RWANDA
- 5.148 SAMOA
- 5.149 SAN MARINO
- 5.150 SAO TOME E PRINCIPE
- 5.151 SAUDI ARABIA
- 5.152 SENEGAL
- 5.153 SERBIA
- 5.154 SEYCHELLES
- 5.155 SIERRA LEONE
- 5.156 SINGAPORE
- 5.157 SLOVAKIA
- 5.158 SLOVENIA
- 5.159 SOMALIA
- 5.160 SOUTH AFRICA
- 5.161 SOUTH KOREA
- 5.162 SOUTH SUDAN
- 5.163 SPAIN
- 5.164 SRI LANKA
- 5.165 ST. KITTS AND NEVIS
- 5.166 ST. LUCIA
- 5.167 ST. VINCENT AND THE GRENADINES
- 5.168 SUDAN
- 5.169 SURINAME
- 5.170 SWEDEN
- 5.171 SWITZERLAND
- 5.172 SYRIA
- 5.173 TAIWAN
- 5.174 TAJIKISTAN
- 5.175 TANZANIA

- 5.176 THAILAND
- 5.177 THE BAHAMAS
- 5.178 THE BRITISH VIRGIN ISLANDS
- 5.179 THE CAYMAN ISLANDS
- 5.180 THE CENTRAL AFRICAN REPUBLIC
- 5.181 THE COOK ISLANDS
- 5.182 THE CZECH REPUBLIC
- 5.183 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 5.184 THE DOMINICAN REPUBLIC
- 5.185 THE FALKLAND ISLANDS
- 5.186 THE GAMBIA
- 5.187 THE MALDIVES
- 5.188 THE MARSHALL ISLANDS
- 5.189 THE NETHERLANDS
- 5.190 THE NORTHERN MARIANA ISLANDS
- 5.191 THE PHILIPPINES
- 5.192 THE REPUBLIC OF THE CONGO
- 5.193 THE SOLOMON ISLANDS
- 5.194 THE U.S. VIRGIN ISLANDS
- 5.195 THE UNITED ARAB EMIRATES
- 5.196 THE UNITED KINGDOM
- 5.197 THE UNITED STATES
- 5.198 TIMOR-LESTE
- 5.199 TOGO
- 5.200 TONGA
- 5.201 TRINIDAD AND TOBAGO
- 5.202 TUNISIA
- 5.203 TURKEY
- 5.204 TURKMENISTAN
- 5.205 TUVALU
- 5.206 UGANDA
- 5.207 UKRAINE
- 5.208 URUGUAY
- 5.209 UZBEKISTAN
- 5.210 VANUATU
- 5.211 VENEZUELA
- 5.212 VIETNAM
- 5.213 WALLIS AND FUTUNA
- 5.214 WESTERN SAHARA

5.215 YEMEN  
5.216 ZAMBIA  
5.217 ZIMBABWE

## **6 DISCLAIMERS, WARRANTIES, AND USER AGREEMENT PROVISIONS**

6.1 DISCLAIMERS & SAFE HARBOR  
6.2 ICON GROUP INTERNATIONAL, INC. USER AGREEMENT PROVISIONS

## I would like to order

Product name: The 2023 Report on Printing and Related Support Activities: World Market Segmentation by City

Product link: <https://marketpublishers.com/r/21246E03EEC0EN.html>

Price: US\$ 995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/21246E03EEC0EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

