

The 2023 Report on Protective Footwear: 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 protective footwear as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for protective footwear is 3162111. It is for this definition that aggregate latent demand estimates are derived. Protective footwear is specifically defined as follows:

3162111 Protective footwear

31621110 Protective footwear

31621111 Protective footwear

31621112 Plastics or fabric upper protective footwear

3162111000 Protective footwear

3162111100 Protective footwear

3162111111 Rubber upper protective boots, lumberman, and PACS

3162111121 Rubber (light and heavy) upper protective arctics and gaiters

3162111211 Plastics or fabric upper protective footwear, slush molded

3162111221 Plastics or fabric upper protective footwear, injection molded

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