

# The 2022 Report on Public Relations Agencies: 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 public relations agencies as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for public relations agencies is 54182. It is for this definition that aggregate latent demand estimates are derived. Public relations agencies is specifically defined as follows:

54182 See industry description for 541820.

541820 This industry comprises establishments primarily engaged in designing and implementing public relations campaigns. These campaigns are designed to promote the interests and image of their clients. Establishments providing lobbying, political consulting, or public relations consulting are included in this industry.

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