

The 2022 Report on Publication and Printing Paper: 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 publication and printing paper as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for publication and printing paper is 32212133. It is for this definition that aggregate latent demand estimates are derived. Publication and printing paper is specifically defined as follows:

32212133 Publication and printing paper, all types

3221213341 Plain publication and printing paper, uncoated freesheet, including machine finish, English finish, antique, bulking, eggshell, and supercalendered

3221213345 Offset publication and printing paper, uncoated freesheet

3221213351 Other uncoated publication and printing freesheet paper

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