

The 2022 Report on Raincoats, Rubber Pants, and Other Apparel Made of at Least 50-Percent Plastic or Rubber: 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 raincoats, rubber pants, and other apparel made of at least 50-percent plastic or rubber excluding wet suits as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for raincoats, rubber pants, and other apparel made of at least 50-percent plastic or rubber excluding wet suits is 3152997. It is for this definition that aggregate latent demand estimates are derived. Raincoats, rubber pants, and other apparel made of at least 50-percent plastic or rubber excluding wet suits is specifically defined as follows:

3152997 APPAREL 50% OR GREATER PLASTIC OR RUBBER, INCLUDING RAINCOATS AND RUBBER PANTS (EXCEPT WET SUITS)

31529971 Apparel 50% or greater plastic or rubber, including raincoats and rubber pants (except wet suits)

3152997110 Men's and boy's garments 50 percent or greater plastic or rubber, including raincoats and rubber pants (except wet suits)

3152997120 Women's and girls' garments 50 percent or greater plastic or rubber, including raincoats and rubber pants (except wet suits)

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