

The 2022 Report on Raw Cane Sugar: 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 raw cane sugar as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for raw cane sugar is 3113110. It is for this definition that aggregate latent demand estimates are derived. Raw cane sugar is specifically defined as follows:

3113110 RAW CANE SUGAR

31131101 Raw cane sugar

31131102 Sugar cane mill products and byproducts, except raw cane sugar

3113110111 Raw cane sugar

3113110221 Sugarcane molasses, syrup, and blackstrap (except refiners' blackstrap)

3113110231 All other sugarcane mill products and by_products without further processing

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