

The 2022 Report on Ready-to-Serve Breakfast Cereals: 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 ready-to-serve breakfast cereals as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for ready-to-serve breakfast cereals is 3112301. It is for this definition that aggregate latent demand estimates are derived. Ready-to-serve breakfast cereals is specifically defined as follows:

3112301 Ready to serve cereal breakfast foods

31123011 Ready to serve corn flakes and other corn breakfast foods (except infant cereals)

31123012 Ready to serve wheat flakes and other corn breakfast foods (except infant cereals)

31123013 Ready to serve oat breakfast foods (except infant cereals)

31123014 Ready to serve rice breakfast foods (except infant cereals)

31123015 Ready_to_serve breakfast preparations of other grains and mixed grains (except infant cereals)

311230111 Corn flakes and other corn breakfast foods

311230112 Wheat flakes and other wheat breakfast foods

311230115 Oat breakfast foods

311230118 Rice and other grains and mixed grain breakfast foods and preparations

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