

# The 2022 Report on Ready-to-Serve Breakfast Preparations of Grains and Mixed Grains: 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 preparations of grains and mixed grains excluding oat, wheat, corn, and infant cereals as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for ready-to-serve breakfast preparations of grains and mixed grains excluding oat, wheat, corn, and infant cereals is 31123015. It is for this definition that aggregate latent demand estimates are derived. Ready-to-serve breakfast preparations of grains and mixed grains excluding oat, wheat, corn, and infant cereals is specifically defined as follows:

31123015 Ready\_to\_serve breakfast preparations of other grains and mixed grains (except infant cereals)

31123015A1 Ready\_to\_serve breakfast preparations of other grains and mixed grains (except infant cereals), without fruits or nuts

3112301591 Ready\_to\_serve breakfast preparations of other grains and mixed grains (except infant cereals), with fruits and/or nuts

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