

# The 2022 Report on Ready-to-Serve Corn Flakes and Other Corn Breakfast Foods Excluding Infant Cereals: World Market Segmentation by City

<https://marketpublishers.com/r/2311DBE50AF9EN.html>

Date: July 2021

Pages: 523

Price: US\$ 995.00 (Single User License)

ID: 2311DBE50AF9EN

## 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 corn flakes and other corn breakfast foods excluding infant cereals as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for ready-to-serve corn flakes and other corn breakfast foods excluding infant cereals is 31123011. It is for this definition that aggregate latent demand estimates are derived. Ready-to-serve corn flakes and other corn breakfast foods excluding infant cereals is specifically defined as follows:

31123011 Ready to serve corn flakes and other corn breakfast foods (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

3112301111 Ready\_to\_serve corn flakes and other corn breakfast foods (except infant cereals), with fruits and/or nuts

3112301112 ready-to-serve corn flakes and other corn breakfast foods without fruit and nuts excluding infant cereals

3112301121 Ready\_to\_serve corn flakes and other corn breakfast foods (except infant cereals), without fruits or nuts

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