

# The 2022 Report on Ready-to-Serve Wheat Flakes and Other Wheat Breakfast Foods Excluding Infant 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 wheat flakes and other wheat 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 wheat flakes and other wheat breakfast foods excluding infant cereals is 31123012. It is for this definition that aggregate latent demand estimates are derived. Ready-to-serve wheat flakes and other wheat breakfast foods excluding infant cereals is specifically defined as follows:

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

3112301231 Ready\_to\_serve wheat flakes and other wheat breakfast foods (except infant cereals), with fruits and/or nuts



3112301241 Ready\_to\_serve wheat flakes and other wheat breakfast foods (except infant cereals), without fruits or nuts



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