

The 2022 Report on Recycled Paperboard: 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 recycled paperboard as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for recycled paperboard is 3221307. It is for this definition that aggregate latent demand estimates are derived. Recycled paperboard is specifically defined as follows:

3221307 RECYCLED PAPERBOARD

32213071 Recycled corrugating medium

32213072 Recycled linerboard and container chip and filler board

32213073 Recycled clay_coated folding carton board

32213074 Recycled unlined folding carton chipboard, and lined, including kraft and

white

32213075 Other recycled paperboard, including setup, tube, can, and drum stock, gypsum linerboard, panelboard and wallboard stock, and other special combination packaging and converting paperboard

3221307111 Recycled corrugating medium

3221307221 Recycled linerboard

3221307231 Recycled container chip and filler board

3221307341 Recycled clay_coated folding carton board

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