

# The 2022 Report on Residential Iron and Steel Doors: 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 residential iron and steel doors excluding garage doors, shower doors, tub enclosures, and storm doors as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for residential iron and steel doors excluding garage doors, shower doors, tub enclosures, and storm doors is 33232114. It is for this definition that aggregate latent demand estimates are derived. Residential iron and steel doors excluding garage doors, shower doors, tub enclosures, and storm doors is specifically defined as follows:

33232114 Residential iron and steel doors, except garage doors (excluding shower doors, tub enclosures, and storm doors)

3323211440 Residential steel composite doors (steel clad with foam wood components) (excluding shower doors, tub enclosures, and storm doors)

3323211443 Residential insulated steel entrance doors (except storm doors)

3323211446 All other residential iron and steel doors, including slide, swing, and closet doors (excluding shower doors, tub enclosures, and storm doors)

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