

# The 2022 Report on Retail Bakeries: World Market Segmentation by City

<https://marketpublishers.com/r/2ACB49C89580EN.html>

Date: July 2021

Pages: 503

Price: US\$ 995.00 (Single User License)

ID: 2ACB49C89580EN

## 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 retail bakeries as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for retail bakeries is 311811. It is for this definition that aggregate latent demand estimates are derived. Retail bakeries is specifically defined as follows:

311811 This U.S. industry comprises establishments primarily engaged in retailing bread and other bakery products not for immediate consumption made on the premises from flour, not from prepared dough.

311811M Miscellaneous receipts

311811P Primary products

311811S Secondary products

3118110 Retail bakery products

311811SM Secondary products and miscellaneous receipts

31181101 Retail bakery products

31181101V1 Other sweet goods (sweet rolls, coffeecake, pastries, danishes, muffins, etc.)

3118110111 Breads and rolls (excluding bagels)

3118110121 Bagels

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