

The 2022 Report on Retail, Commercial, Household, and Mailing Scales: 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 retail, commercial, household, and mailing scales as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for retail, commercial, household, and mailing scales is 3339973. It is for this definition that aggregate latent demand estimates are derived. Retail, commercial, household, and mailing scales is specifically defined as follows:

3339973 retail, commercial, household, and mailing scales

3339973101 Retail and commercial scales, including delicatessen, checkstand, and automatic prepack

3339973103 Other scales, including checkstand and automatic prepack

3339973105 Household and person_weighting scales (including bathroom,

coin_operated, free weighing, kitchen, and baby scales)

3339973107 Mailing and parcel post scales (including handheld scales)

3339973109 Balances with or without weights (of all sensitivities), except laboratory

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