

The 2022 Report on Retail Packages of Rolled, Folded, and Interfolded Paper Towels Made of Purchased Stock or Wadding: 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 packages of rolled, folded, and interfolded paper towels made from purchased sanitary paper stock or wadding as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for retail packages of rolled, folded, and interfolded paper towels made from purchased sanitary paper stock or wadding is 32229157. It is for this definition that aggregate latent demand estimates are derived. Retail packages of rolled, folded, and interfolded paper towels made from purchased sanitary paper stock or wadding is specifically defined as follows:

32229157 Paper towels, retail packages (rolled, folded, and interfolded), made from purchased sanitary paper stock or wadding

3222915701 Paper towels, retail packages (rolled, folded, and interfolded), made from purchased sanitary paper stock or wadding

3222915771 Paper towels (rolled, folded, or interfolded), retail packages (resale), single~ ply (not made in paper mills)

3222915773 Paper towels (rolled, folded, or interfolded), retail packages (resale), two~ply or more (not made in paper mills)

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