

The 2022 Report on Rice Milling: 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 rice milling as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for rice milling is 311212. It is for this definition that aggregate latent demand estimates are derived. Rice milling is specifically defined as follows:

311212 This U.S. industry comprises establishments primarily engaged in one of the following: (1) milling rice; (2) cleaning and polishing rice; or (3) milling, cleaning, and polishing rice. The establishments in this industry may package the rice they mill with other ingredients.

311212M Miscellaneous receipts

311212P Primary products

311212S Secondary products

3112120 RICE MILLING

3112121 Milled rice and byproducts

311212SM Secondary products and miscellaneous receipts

31121201 Head rice not packaged with other ingredients, packed in bags of 100 lb or more

31121202 Head rice not packaged with other ingredients, packed in containers of 3 lb or less

31121203 Head rice not packaged with other ingredients, packed in all other containers

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