

# The 2022 Report on Rigid Set-up Paperboard Boxes: 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 rigid set-up paperboard boxes as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for rigid set-up paperboard boxes is 3222130. It is for this definition that aggregate latent demand estimates are derived. Rigid set-up paperboard boxes is specifically defined as follows:

**3222130 SETUP (RIGID) PAPERBOARD BOXES**

32221301 Setup (rigid) paperboard boxes, classified by end use

3222130111 Setup (rigid) paperboard boxes for textiles, wearing apparel, and hosiery

3222130121 Setup (rigid) paperboard boxes for department stores and other retail stores

3222130131 Setup (rigid) paperboard boxes for confections

3222130141 Setup (rigid) paperboard boxes for cosmetics, including soap

3222130191 Setup (rigid) paperboard boxes for all other end uses (including stationery and office supplies, and hardware and household supplies)

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