

# The 2022 Report on Rubber Floor and Wall Coverings: 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 rubber floor and wall coverings as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for rubber floor and wall coverings is 3262993. It is for this definition that aggregate latent demand estimates are derived. Rubber floor and wall coverings is specifically defined as follows:

3262993 Rubber floor and wall coverings

32629931 Rubber floor and wall coverings

3262993121 Rubber floormats, matting, and stair treads, in rolls

3262993131 Individual rubber automotive floormats and matting

3262993141 All other individual rubber floormats and matting (including stair treads)

3262993151 Other rubber floor and wall coverings (including cove base, wainscotting, etc)

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