

The 2022 Report on Rubber and Rubberized Dry and Wet Suits, Aqualungs, Fins, and Other Underwater Sports Equipment: 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 and rubberized dry and wet suits, scuba, skin diving, aqualungs and attachments, face masks, fins, and other underwater sports equipment excluding cameras and watches as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for rubber and rubberized dry and wet suits, scuba, skin diving, aqualungs and attachments, face masks, fins, and other underwater sports equipment excluding cameras and watches is 339920A11L. It is for this definition that aggregate latent demand estimates are derived. Rubber and rubberized dry and wet suits, scuba, skin diving, aqualungs and attachments, face masks, fins, and other underwater sports equipment excluding cameras and watches is specifically defined as follows:

339920A11L Rubber and rubberized dry and wet suits, scuba, skin diving, and other

underwater sports equipment (including aqualungs and attachments, face masks, and fins), excluding cameras and watches

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