

The 2022 Report on Sanded Interior and Exterior Softwood Plywood: 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 sanded interior and exterior softwood plywood as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for sanded interior and exterior softwood plywood is 3212125. It is for this definition that aggregate latent demand estimates are derived. Sanded interior and exterior softwood plywood is specifically defined as follows:

3212125 Softwood plywood, sanded, interior and exterior

32121251 Softwood plywood, sanded, interior and exterior

3212125111 Interior softwood plywood, sanded

3212125121 Exterior softwood plywood, sanded, A_C

3212125131 Exterior softwood plywood, sanded, B_B plyform

3212125141 Exterior softwood plywood, sanded, B_C

3212125151 Other exterior softwood plywood, sanded

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