

# The 2022 Report on Sanitary Paper Products Not Made in Paper Mills: 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 sanitary paper products not made in paper mills as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for sanitary paper products not made in paper mills is 3222915. It is for this definition that aggregate latent demand estimates are derived. Sanitary paper products not made in paper mills is specifically defined as follows:

3222915 Sanitary paper products (not made in paper mills)

32229151 Facial tissues & handkerchiefs, including sputum wipes (not made in paper mills)

32229152 Paper table napkins (not made in paper mills)

32229153 Toilet tissue, rolls and ovals (not made in paper mills)

32229154 Toilet tissue, retail packages, rolls and ovals, regular type, single\_ply, made from purchased sanitary paper stock or wadding

32229155 Toilet tissue, rolls and ovals, industrial, facial tissue, regular, interfolded and flat package type (not made in paper mills)

32229156 Paper towels (rolled, folded or interfolded) (not made in paper mills)

32229157 Paper towels, retail packages (rolled, folded, and interfolded), made from purchased sanitary paper stock or wadding

32229158 Other sanitary tissue paper products (except surgical and medical)

32229159 Other sanitary paper products (including industrial packaged toilet tissue (all types), paper wipers (except nonwoven), absorbent pads, etc.), made from purchased sanitary paper stock or wadding

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