

The 2022 Report on Sanitary Tissue Paper Products: 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 tissue paper products as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for sanitary tissue paper products is 322121N. It is for this definition that aggregate latent demand estimates are derived. Sanitary tissue paper products is specifically defined as follows:

322121N Sanitary tissue paper products

322121N1 Facial tissues and handkerchiefs, including sputum wipes

322121N2 Paper table napkins, bulk & dispenser, industrial and retail

322121N3 Toilet tissue

322121N4 Toilet tissue, retail packages, rolls and ovals, regular type, single_ply, made

in paper mills

322121N5 Toilet tissue, rolls and ovals, industrial, and interfolded and flat package type (made in paper mills)

322121N6 Paper towels

322121N7 Paper towels, retail packages (rolled, folded, and interfolded), made in paper mills

322121N8 Other sanitary tissue paper products

322121N9 Other sanitary paper products (including industrial packaged toilet tissue (all types), paper wipers (except nonwoven), absorbent pads, etc.), made in paper mills

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