

The 2022 Report on School and Employee Bus Transportation: 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 school and employee bus transportation as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for school and employee bus transportation is 4854. It is for this definition that aggregate latent demand estimates are derived. School and employee bus transportation is specifically defined as follows:

4854 School and Employee Bus Transportation

48541 See industry description for 485410.

485410 This industry comprises establishments primarily engaged in providing buses and other motor vehicles to transport pupils to and from school or employees to and from work.

4854101 Establishments primarily engaged in operating buses to transport pupils to and

from school.

4854102 Establishments primarily engaged in operating buses or other motor vehicles to transport workers to and from work sites.

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