

# **The 2022 Report on School Storage Units and Furniture Excluding Single-Pupil Units and Chairs and Library Furniture: 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 storage units and furniture excluding single-pupil units and chairs and library furniture as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for school storage units and furniture excluding single-pupil units and chairs and library furniture is 33712712. It is for this definition that aggregate latent demand estimates are derived. School storage units and furniture excluding single-pupil units and chairs and library furniture is specifically defined as follows:

33712712 School storage units and furniture except single-pupil units and chairs (excl. I

3371271211 School storage cabinets (except stone and concrete), excluding library storage cabinets

3371271221 Other school furniture (except stone and concrete), designed specifically

for use in schools, excluding library furniture

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