

The 2022 Report on Scissors and Shears: 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 scissors and shears as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for scissors and shears is 33221123. It is for this definition that aggregate latent demand estimates are derived. Scissors and shears is specifically defined as follows:

33221123 Scissors and shears

3322112326 Household scissors and barber shears (including pinking and tailoring shears)

3322112331 Manicure and pedicure scissors and implements (including tweezers)

3322112347 All other household scissors and shears, excluding tool_type

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