

The 2022 Report on Sewing, Needlework, and Piece Goods Stores: 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 sewing, needlework, and piece goods stores as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for sewing, needlework, and piece goods stores is 45113. It is for this definition that aggregate latent demand estimates are derived. Sewing, needlework, and piece goods stores is specifically defined as follows:

45113 See industry description for 451130.

451130 This industry comprises establishments primarily engaged in retailing new sewing supplies, fabrics, patterns, yarns, and other needlework accessories or retailing these products in combination with selling new sewing machines.

451130P Primary services

4511301 Sewing, needlework, and piece goods stores

451130SM Other receipts

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