

The 2023 Report on Surgical Dressings: 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 surgical dressings as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for surgical dressings is 33911323. It is for this definition that aggregate latent demand estimates are derived. Surgical dressings is specifically defined as follows:

33911323 Surgical dressings

3391132337 Surgical dressings, elastic bandages

3391132341 Surgical dressings, other bandages, including muslin and plaster of Paris, excluding self_adhering bandages

3391132344 Surgical dressings, adhesive plaster, medicated and nonmedicated, including self_adhering bandages

3391132347 Surgical dressings, gauze, absorbent and packing

3391132351 Surgical dressings, cotton, sterile and nonsterile, including cotton balls

3391132354 Other surgical dressings, including compresses, pads, and sponges

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