

The 2022 Report on Tortilla Manufacturing: 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 tortilla manufacturing as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for tortilla manufacturing is 311830. It is for this definition that aggregate latent demand estimates are derived. Tortilla manufacturing is specifically defined as follows:

311830 This industry comprises establishments primarily engaged in manufacturing tortillas.

311830M Miscellaneous receipts

311830P Primary products

311830S Secondary products

3118300 TORTILLAS SOLD IN BULK OR PACKAGES, NOT FROZEN OR
CANNED

3118301 Tortillas, not frozen

311830SM Secondary products and miscellaneous receipts

31183001 Tortillas sold in bulk or packages, not frozen or canned

3118300100 Tortillas sold in bulk or packages, not frozen or canned

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