

The 2022 Report on Towels and Washcloths Made from Purchased Materials: 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 towels and washcloths made from purchased materials as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for towels and washcloths made from purchased materials is 31412951. It is for this definition that aggregate latent demand estimates are derived. Towels and washcloths made from purchased materials is specifically defined as follows:

31412951 Towels and washcloths, made from purchased materials

314129511A Terry kitchen towels (including other pile)

314129511B Terry bath size towels (including other pile)

314129511C Terry hand, face, guest, and fingertip towels (including other pile)

314129511D Terry bath tub mats (including other pile)

314129511E All other terry towels (including other pile)

3141295100 Towels and washcloths, made from purchased materials

3141295113 Terry wash cloths

3141295121 Huck, crash, and other flat woven towels

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