

The 2022 Report on Tradebinding, Sample Mounting, and Book or Paper Die-Cutting, Gilding, and Other Postpress Services: World Market Segmentation by City

<https://marketpublishers.com/r/2E6EF9B33815EN.html>

Date: July 2021

Pages: 540

Price: US\$ 995.00 (Single User License)

ID: 2E6EF9B33815EN

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 tradebinding, sample mounting, and book or paper bronzing, die-cutting, edging, embossing, folding, gilding, gluing, indexing, and other postpress services as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for tradebinding, sample mounting, and book or paper bronzing, die-cutting, edging, embossing, folding, gilding, gluing, indexing, and other postpress services is 323121. It is for this definition that aggregate latent demand estimates are derived. Tradebinding, sample mounting, and book or paper bronzing, die-cutting, edging, embossing, folding, gilding, gluing, indexing, and other postpress services is specifically defined as follows:

323121 This U.S. industry comprises establishments primarily engaged in one or more

of the following: (1) tradebinding; (2) sample mounting; and (3) postpress services (e.g., book or paper bronzing, die-cutting, edging, embossing, folding, gilding, gluing, indexing).

323121M Miscellaneous receipts

323121P Primary products

323121S Secondary products

3231211 Edition, library and other hardcover bookbinding

3231213 Other book and pamphlet binding and related binding and post-press work, nec

3231215 SOFTCOVER, PAMPHLET, SAMPLE BOOK, AND OTHER BINDING OF BOOKS AND MATERIALS PRINTED ELSEWHERE

3231217 MISCELLANEOUS BINDING AND POSTPRESS WORK, INCLUDING COLLATING, PERFORATING, FOLDING, GLUING, DIE_CUTTING, GOLD OR FOIL STAMPING, ETC.

323121SM Secondary products and miscellaneous receipts

32312111 Hardcover edition binding of books (printed elsewhere)

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