

The 2022 Report on Traffic Marking Paints and Marine, Industrial, Construction and Other Special-Purpose Coatings: 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 marine, industrial, construction, and maintenance coatings, traffic marking paints, and other special purpose coatings as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for marine, industrial, construction, and maintenance coatings, traffic marking paints, and other special purpose coatings is 3255107. It is for this definition that aggregate latent demand estimates are derived. Marine, industrial, construction, and maintenance coatings, traffic marking paints, and other special purpose coatings is specifically defined as follows:

3255107 SPECIAL_PURPOSE COATINGS INCLUDING ALL MARINE COATINGS, INDUSTRIAL, CONSTRUCTION AND MAINTENANCE COATINGS, TRAFFIC MARKING PAINTS, ETC.

32551070 Special purpose~coatings, including all marine coatings, industrial,

construction and maintenance coatings, traffic marking paints, etc.

32551071 Special-purpose coatings including all marine coatings, industrial, construction and maintenance coatings, traffic marking paints, etc.

3255107YWV Special-purpose coatings, n.s.k

3255107000 Special purpose-coatings, including all marine coatings, industrial, construction and maintenance coatings, traffic marking paints, etc.

3255107011 Interior industrial new construction and maintenance paints (especially formulated coatings for special conditions of industrial plants and-or facilities requiring protection against extreme temp)

3255107015 Exterior industrial new construction and maintenance paints (especially formulated coatings for special conditions of industrial plants and-or facilities requiring protection against extreme temp)

3255107021 Traffic marking paints (all types, shelf goods and highway department)

3255107031 Automotive, other transportation and machinery refinish paints and enamels, including primers

3255107041 Marine paints, ship and off-shore facilities and shelf goods for both new construction and marine refinish and maintenance (excluding spar varnish)

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