

The 2022 Report on Tread Rubber, Tire Sundries, and Repair 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 tread rubber, tire sundries, and repair materials as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for tread rubber, tire sundries, and repair materials is 326211H. It is for this definition that aggregate latent demand estimates are derived. Tread rubber, tire sundries, and repair materials is specifically defined as follows:

326211H Tread rubber, tire sundries, and repair materials

326211H1 Tread rubber (camelback) (including slab rubber for use in automatic tread rubber extruding machines)

326211H2 Tire flaps and other tire sundries

326211H111 Tread rubber (camelback) (including slab rubber for use in automatic tread rubber extruding machines)

326211H231 Tire flaps

326211H239 Other tire sundries, repair materials, and tiring

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