

The 2022 Report on Treated Minerals and Earths: 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 treated minerals and earths as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for treated minerals and earths is 3279920. It is for this definition that aggregate latent demand estimates are derived. Treated minerals and earths is specifically defined as follows:

3279920 TREATED MINERALS AND EARTHS

32799201 Lightweight aggregate and crushed slag, minerals and earths, ground or otherwise treated

32799202 Clays, minerals and earths, ground or otherwise treated

32799203 Other minerals and earths, ground or otherwise treated

32799204 Treated lightweight aggregate and crushed slag, minerals and earths

32799205 Treated clays, artificially activated with acid or other materials

32799206 Other minerals or earths, treated

3279920111 Lightweight aggregate (diatomaceous earth, expanded clay, expanded slag, cinders, perlite, haydite, pumice, etc.)

3279920121 Crushed slag

3279920211 Ground crude fire clay, high alumina clay, and silica fire clay

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