

# The 2023 Report on Water Supply and Irrigation Systems: 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 water supply and irrigation systems as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for water supply and irrigation systems is 22131. It is for this definition that aggregate latent demand estimates are derived. Water supply and irrigation systems is specifically defined as follows:

22131 See industry description for 221310.

221310 This industry comprises establishments primarily engaged in operating water treatment plants and/or operating water supply systems. The water supply system may include pumping stations, aqueducts, and/or distribution mains. The water may be used for drinking, irrigation, or other uses.

2213101 Establishments primarily engaged in distributing water for sale for domestic, commercial, and industrial use.

2213102 Establishments primarily engaged in operating water supply systems for the purpose of irrigation.

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