

The 2022 Report on Wheat Flakes and Other Wheat Breakfast Foods: World Market Segmentation by City

<https://marketpublishers.com/r/2A575D9E41ACEN.html>

Date: July 2021

Pages: 505

Price: US\$ 995.00 (Single User License)

ID: 2A575D9E41ACEN

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 wheat flakes and other wheat breakfast foods as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for wheat flakes and other wheat breakfast foods is 311230112. It is for this definition that aggregate latent demand estimates are derived. Wheat flakes and other wheat breakfast foods is specifically defined as follows:

311230112 Wheat flakes and other wheat breakfast foods

3112301121 Ready_to_serve corn flakes and other corn breakfast foods (except infant cereals), without fruits or nuts

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