

The 2022 Report on Wheat Flour Excluding Flour Mixes: World Market Segmentation by City

<https://marketpublishers.com/r/2729B555FD24EN.html>

Date: July 2021

Pages: 503

Price: US\$ 995.00 (Single User License)

ID: 2729B555FD24EN

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 flour excluding flour mixes as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for wheat flour excluding flour mixes is 3112111. It is for this definition that aggregate latent demand estimates are derived. Wheat flour excluding flour mixes is specifically defined as follows:

3112111 Wheat flour, except flour mixes

31121111 Commercial dollar exports, all white flour types, made in flour mills

31121112 All other exports of white flour (including Public Law 480), made in flour mills

31121113 Bakers' and institutional white bread_type flours, domestic shipments in bulk cars or trucks, made in flour mills

31121114 Bakers' and institutional white bread_type flours, domestic shipments in containers (including tote bins), made in flour mills

31121115 Bakers' and institutional soft wheat flour, domestic shipments, made in flour mills

31121116 Family white flour (except self_rising), domestic shipments, made in flour mills

31121117 Self_rising family white flour, domestic shipments, made in flour mills

31121118 Whole wheat, durum, semolina, bulger, farina, and other wheat flour, except flour mixes, made in flour mills

31121117A1 White flour shipped to blenders or other processors for use in food products (mixes, refrigerated doughs, soups, etc.), domestic shipments, made in flour mills

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