

The 2022 Report on Whole and Parts of Turkeys: 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 whole and parts of turkeys as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for whole and parts of turkeys is 3116157. It is for this definition that aggregate latent demand estimates are derived. Whole and parts of turkeys is specifically defined as follows:

3116157 Turkeys (including frozen whole or parts)

31161571 Fryer_roaster turkeys (usually under 16 weeks of age), whole (including frozen)

31161572 Young turkeys (mature) (usually 4 to 7 months of age), whole (including frozen)

31161573 Whole old turkeys (breeders) (usually over 12 months of age), and turkey



parts (including frozen)

3116157111 Fryer_roaster turkeys (usually under 16 weeks of age), whole (including frozen)

3116157221 Young turkeys (mature) (usually 4 to 7 months of age), whole (including frozen)

3116157331 Old turkeys (breeders) (usually over 12 months of age), whole (including frozen)

3116157341 Turkey parts, including ground turkey, turkey cutlets, etc. (including frozen)



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