

The 2022 Report on Wholesale Apparel, Piece Goods, and Notions: 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 wholesale apparel, piece goods, and notions as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for wholesale apparel, piece goods, and notions is 4223. It is for this definition that aggregate latent demand estimates are derived. Wholesale apparel, piece goods, and notions is specifically defined as follows:

4223 This NAICS Industry Group includes establishments classified in the following NAICS Industries: 42231, Piece goods, notions, and other dry goods wholesalers; 42232, Men's and boys' clothing and furnishings wholesalers; 42233, Women's, children's and infants' clothing and accessories wholesalers; 42234, Footwear wholesalers.

42231 This industry comprises establishments primarily engaged in wholesaling piece goods, fabrics, yarns, thread and other notions, and/or hair accessories.

42232 This industry comprises establishments primarily engaged in wholesaling men's and/or boys' clothing and furnishings.

42233 This industry comprises establishments primarily engaged in wholesaling (1) women's, children's, infants', and/or unisex clothing and accessories and/or (2) fur clothing.

42234 This industry comprises establishments primarily engaged in wholesaling footwear (including athletic) of leather, rubber, and other materials.

4223101 Establishments primarily engaged in the wholesale distribution of woven and knit fabrics.

4223102 Establishments primarily engaged in the wholesale distribution of notions (i.e., sewing accessories, etc.), and other dry goods, except piece goods.

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