

# The 2022 Report on Wineries: 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 wineries as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for wineries is 312130. It is for this definition that aggregate latent demand estimates are derived. Wineries is specifically defined as follows:

312130 This industry comprises establishments primarily engaged in one or more of the following: (1) growing grapes and manufacturing wine and brandies; (2) manufacturing wine and brandies from grapes and other fruits grown elsewhere; and (3) blending wines and brandies.

312130A Wines

312130M Miscellaneous receipts

312130P Primary products

312130S Secondary products

3121300 WINE, BRANDY, AND BRANDY SPIRITS

3121308 Wines, brandy, and brandy spirits

312130SM Secondary products and miscellaneous receipts

3121300A All other wines, brandy, and brandy spirits

31213001 White grape wines, 14 percent or less

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