

The 2022 Report on Women's, Misses', Juniors', and Girls' Nightwear Excluding Robes: World Market Segmentation by City

<https://marketpublishers.com/r/291E27012D49EN.html>

Date: July 2021

Pages: 524

Price: US\$ 995.00 (Single User License)

ID: 291E27012D49EN

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 women's, misses', juniors', and girls' nightwear excluding robes as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for women's, misses', juniors', and girls' nightwear excluding robes is 3152313. It is for this definition that aggregate latent demand estimates are derived. Women's, misses', juniors', and girls' nightwear excluding robes is specifically defined as follows:

3152313 Women's, misses', juniors', and girls' nightwear, except robes

31523130 Women's, misses', juniors', and girls' nightwear (including pajamas, gowns, etc.), except robes, etc., intended for separate sale

31523131 Women's and girls' nightwear, except robes, made from purchased fabrics

3152313010 Women's, misses', and juniors', nightwear (including pajamas, gowns, etc.), except robes, etc., made from purchased fabrics

3152313011 Women's, misses', and juniors' nightgowns, pajamas, and other nightwear

3152313020 Girls', nightwear (including pajamas, gowns, etc.), except robes, etc., made from purchased fabrics

3152313022 Girls' nightgowns, pajamas, and other nightwear

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