

The 2022 Report on Women's and Children's Gold and Platinum Jewelry: 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 women's and children's gold and platinum jewelry excluding gold- and platinum-clad, silver-plated, and non-precious metal-plated rings, ring mountings, and jewelry as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for women's and children's gold and platinum jewelry excluding gold- and platinum-clad, silver-plated, and non-precious metal-plated rings, ring mountings, and jewelry is 33991114. It is for this definition that aggregate latent demand estimates are derived. Women's and children's gold and platinum jewelry excluding gold- and platinum-clad, silver-plated, and non-precious metal-plated rings, ring mountings, and jewelry is specifically defined as follows:

33991114 Women's and children's jewelry made of gold and platinum, excluding rings, ring mountings, and jewelry made of gold and platinum clad or plated to silver and nonprecious metal

3399111421 Women's and children's jewelry made of gold and platinum, excluding rings, ring mountings, and jewelry made of gold and platinum clad or plated to silver and nonprecious metal

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