

The 2022 Report on Women's and Children's Handbags and Purses: 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 handbags and purses as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for women's and children's handbags and purses is 3169920. It is for this definition that aggregate latent demand estimates are derived. Women's and children's handbags and purses is specifically defined as follows:

3169920 WOMEN'S AND CHILDREN'S HANDBAGS AND PURSES

31699201 Women's and children's handbags and purses including leather, plastic, and vinyl (except precious metal)

3169920111 Women's and children's handbags and purses, outer surface of all leather or mostly leather

3169920121 Women's and children's handbags and purses, outer surface of all plastics or mostly plastics (including vinyl)

3169920131 Women's and children's handbags and purses, outer surface of all other materials, except precious metals

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