

# The 2022 Report on Wood Containers and Pallets: 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 wood containers and pallets as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for wood containers and pallets is 321920. It is for this definition that aggregate latent demand estimates are derived. Wood containers and pallets is specifically defined as follows:

321920 This industry comprises establishments primarily engaged in manufacturing wood pallets, wood box shoo, wood boxes, other wood containers, and wood parts for pallets and containers.

321920M Miscellaneous receipts

321920P Primary products

321920S Secondary products

3219201 Nailed and lock-corner wood boxes

3219203 Wood box and crate shook

3219205 Wood and metal combination and wood pallets and pallet containers

3219207 Wood container parts and wood containers, nec

321920SM Secondary products and miscellaneous receipts

32192011 Nailed and lock\_corner wood boxes

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