

The 2022 Report on Wood Dining Room and Kitchen Furniture: 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 dining room and kitchen furniture excluding kitchen cabinets and all custom furniture sold at retail directly to the customer as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for wood dining room and kitchen furniture excluding kitchen cabinets and all custom furniture sold at retail directly to the customer is 3371224. It is for this definition that aggregate latent demand estimates are derived. Wood dining room and kitchen furniture excluding kitchen cabinets and all custom furniture sold at retail directly to the customer is specifically defined as follows:

3371224 WOOD DINING ROOM AND KITCHEN FURNITURE (EXCEPT CUSTOM SOLD DIRECTLY TO THE CUSTOMER AT RETAIL), EXCLUDING KITCHEN CABINETS

33712241 Wood dining room tables (except custom sold directly to the customer at retail), 30 inches by 40 inches and larger

33712242 Wood dining room chairs (except custom sold directly to the customer at retail)

33712243 Other wood dining room and kitchen furniture (except custom sold directly to the customer at retail)

3371224111 Wood dining room tables (except custom sold directly to the customer at retail), 30 inches by 40 inches and larger

3371224211 Wood dining room chairs (except custom sold directly to the customer at retail)

3371224311 Wood dining room buffets and servers (except custom sold directly to the customer at retail)

3371224321 Wood dining room china and corner cabinets (except custom sold directly to the customer at retail)

3371224391 Other nonupholstered wood dining room and kitchen seating

3371224395 Other nonupholstered wood dining room and kitchen furniture, including junior dining furniture sets

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