

# The 2022 Report on Wood Household Den, Family Room, Library, and Living Room 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 household den, family room, library, and living room furniture excluding 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 household den, family room, library, and living room furniture excluding custom furniture sold at retail directly to the customer is 3371221. It is for this definition that aggregate latent demand estimates are derived. Wood household den, family room, library, and living room furniture excluding custom furniture sold at retail directly to the customer is specifically defined as follows:

3371221 WOOD HOUSEHOLD DEN, FAMILY ROOM, LIBRARY, AND LIVING ROOM FURNITURE (EXCEPT CUSTOM SOLD DIRECTLY TO THE CUSTOMER AT RETAIL)

33712211 Wood household den, family room, library, and living room tables (except custom sold directly to the customer at retail), excluding card and telephone tables

33712212 Wood household den, family room, library, and living room cabinets, desks, bookcases, bookshelves, credenzas, and wall units (except custom sold directly to the customer at retail)

33712213 Wood living room, library, family room, and den chairs, except dining room

33712214 Other nonupholstered wood household den, family room, library, and living room furniture (except custom sold directly to the customer at retail), excluding dining room and kitchen chairs

3371221111 Wood household den, family room, library, and living room tables (except custom sold directly to the customer at retail), excluding card and telephone tables

3371221211 Wood household den, family room, library, and living room cabinets (except custom sold directly to the customer at retail), including audio and television, excluding cabinets used as housings

3371221221 Wood household den, family room, library, and living room desks (except custom sold directly to the customer at retail)

3371221231 Wood household den, family room, living room, and library bookcases, bookshelves, and credenzas (except custom sold directly to the customer at retail), excluding wall units

3371221241 Wood household den, family room, library, and living room wall units (except custom sold directly to the customer at retail), including bookcase, desk, and storage units

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