

The 2023 Report on Wood Preservation: 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 preservation as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for wood preservation is 321114. It is for this definition that aggregate latent demand estimates are derived. Wood preservation is specifically defined as follows:

321114 This U.S. industry comprises establishments primarily engaged in (1) treating wood sawed, planed, or shaped in other establishments with creosote or other preservatives, such as chromated copper arsenate, to prevent decay and to protect against fire and insects and/or (2) sawing round wood poles, pilings, and posts and treating them with preservatives.

321114M Miscellaneous receipts

321114P Primary products

321114S Secondary products

3211141 WOOD POLES, PILES, AND POSTS OWNED AND TREATED BY THE SAME ESTABLISHMENT

3211142 Wood poles, piles and posts owned and treated by the same establishment

3211143 Other wood products owned and treated by the same establishment

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