

The 2022 Report on Year-Round Unitary Single Package and Remote-Condenser Air Conditioners with Min. 640,000 BTU/Hr: 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 year-round unitary single package and remote-condenser air conditioners with at least 640,000 BTU per hour excluding heat pumps as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for year-round unitary single package and remote-condenser air conditioners with at least 640,000 BTU per hour excluding heat pumps is 333415E079. It is for this definition that aggregate latent demand estimates are derived. Year-round unitary single package and remote-condenser air conditioners with at least 640,000 BTU per hour excluding heat pumps is specifically defined as follows:

333415E079 Unitary air~conditioners, year~round air~conditioners, single package and remote~condenser type (except heat pumps), 640,000 Btu per hour and over

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