

# The 2023 Report on Corn Oils: 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 corn oils as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for corn oils is 3112218. It is for this definition that aggregate latent demand estimates are derived. Corn oils is specifically defined as follows:

3112218 CORN OIL

31122181 Corn oil

3112218111 Crude corn oil

3112218121 Once\_refined corn oil, after alkali or caustic wash, but before deodorizing or use in end products, made from oilseeds crushed in the same establishment

3112218131 Fully\_refined corn oil, including margarine oil, made from seeds crushed in

the same establishment

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