

The 2023 Report on Dog Foods: 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 dog foods as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for dog foods is 3111111. It is for this definition that aggregate latent demand estimates are derived. Dog foods is specifically defined as follows:

3111111 DOG FOOD

31111111 Canned dog food

31111112 Dry and semi moist dog food, shipped in packages less than 25 lb

31111113 Dry and semi moist dog food, shipped in packages 25 lb or more

3111111111 Canned ration_type dog food

311111121 Other canned dog food

311111231 Dry and semi moist dog food, shipped in packages less than 25 lb

311111341 Dry and semi moist dog food, shipped in packages 25 lb or more

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