

# The 2023 Report on Freezer Bags: 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.

In this report we define the sales of freezer bags as including all commonly understood products and/or services falling within this broad category, irrespective of product packaging, formulation, size, or form. Companies participating in this industry include Abbey Polythene, Ahrbach Verpackungen GmbH, CeDo, Comcoplast Comco Commercial Cooperation GmbH, Convex Innovative Packaging, DUO-PACK Company, Ltd., Eddi-Plastic GmbH, Elevate Packaging, EURO - pac Unterrainer GmbH, Falcon Pack, Forum-Plast GmbH, Frischhalteprodukte GmbH & Company KG, GELU- PLAST packaging films GmbH & CompanyKg, Great American Packaging, Inteplast Group, International Plastics, Kerler GmbH, Maxpak Australasia Pty, MK Plast GmbH & Company KG, Plastic Slovakia s.r.o, Polybags, Reynolds Consumer Products, Richmond Plastics, Ltd., Rudolf Klojer GmbH, Rutan Poly Industries, S. C. Johnson & Son, Star Poly Bag, Teong Chuan Plastic(M) Sdn Bhd., Thantawan Industry, The Glad Products Company, Uline, Universal Plastic Bag Manufacturing Company, US Poly Pack, Weston Brands, and Xiamen Huli Fengyi Industry Company. In addition to the sources indicated, additional information available to the public via news and/or press releases published by players in the industry was considered in defining and calibrating

this category. All figures are in a common currency (U.S. dollars, millions) and are not adjusted for inflation (i.e., they are current values). Exchange rates used to convert to U.S. dollars are averages for the year in question. Future exchange rates are assumed to be constant in the future at the current level (the average of the year of this publication's release in 2022).

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