

# The 2023 Report on Motor Vehicle Seating and Interior Trims: 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 motor vehicle seating and interior trims as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for motor vehicle seating and interior trims is 336360. It is for this definition that aggregate latent demand estimates are derived. Motor vehicle seating and interior trims is specifically defined as follows:

336360 This industry comprises establishments primarily engaged in manufacturing motor vehicle seating, seats, seat frames, seat belts, and interior trimmings.

336360M Miscellaneous receipts

336360P Primary products

336360S Secondary products

3363601 Automobile trimmings

3363602 Fabricated seat or safety belts, incl shoulder harnesses (except leather)

3363603 Seats for public conveyance and aircraft

3363605 FABRICATED AUTOMOBILE SEAT COVERS AND TIRE COVERS

3363607 METAL MOTOR VEHICLE SEAT FRAMES

336360SM Secondary products and miscellaneous receipts

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