

The 2023 Report on Soybean Oils: World Market Segmentation by City

<https://marketpublishers.com/r/2BA3D4C6763EEN.html>

Date: June 2022

Pages: 500

Price: US\$ 995.00 (Single User License)

ID: 2BA3D4C6763EEN

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 soybean oils as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for soybean oils is 3112221. It is for this definition that aggregate latent demand estimates are derived. Soybean oils is specifically defined as follows:

3112221 Soybean oil

31122211 Crude soybean oil, degummed

31122212 Soybean oil, all other types

3112221111 Crude soybean oil, degummed

3112221151 Soybean oil, crude (including degummed, blown, boiled, heat treated, and acid refined)

3112221221 Crude soybean oil, not degummed

3112221231 Soybean oil, once_refined (after alkali or caustic wash but before deodorizing or use in end products)

3112221241 Soybean oil processed for inedible purposes (acid refined, etc.)

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