

# The 2023 Report on Taxi and Limousine Services: 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 taxi and limousine services as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for taxi and limousine services is 4853. It is for this definition that aggregate latent demand estimates are derived. Taxi and limousine services is specifically defined as follows:

4853 Taxi and Limousine Service

48531 See industry description for 485310.

48532 See industry description for 485320.

485310 This industry comprises establishments primarily engaged in providing passenger transportation by automobile or van, not operated over regular routes and on regular schedules. Establishments of taxicab owner/operators, taxicab fleet operators,



or taxicab organizations are included in this industry.

485320 This industry comprises establishments primarily engaged in providing an array of specialty and luxury passenger transportation services via limousine or luxury sedans generally on a reserved basis. These establishments do not operate over regular routes and on regular schedules.



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