

The 2023 Report on Tufted Carpets and Rugs: 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 tufted carpets and rugs as defined by the North American Industrial Classification system or NAICS (pronounced 'nakes').

The NAICS code for tufted carpets and rugs is 3141103. It is for this definition that aggregate latent demand estimates are derived. Tufted carpets and rugs is specifically defined as follows:

3141103 Other carpet and rugs

31411031 Carpet and rugs tufted only or tufted and finished in same plant

31411032 Carpet and rugs, finishing only

314110311A Tufted artificial grass for nonathletic surfaces

314110311C Tufted automobiles and aircraft carpets and rugs

314110311E Tufted carpet and rugs, nylon face yarn

314110311G Tufted carpet and rugs, polyester face yarn

314110311J Tufted carpet and rugs, polypropylene face yarn

314110311L Tufted carpet and rugs, all other face yarn (except nylon, polyester, or polyprylene)

3141103110 Carpet and rugs tufted only or tufted and finished in same plant

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