

# The 2009 Report on Recycled Unlined Folding Carton Chipboard: World Market Segmentation by City

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## Abstract:

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 2000 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 performing various economic analyses for its clients, I have been occasionally asked to investigate the market potential for various products and services across cities. The purpose of the studies is to understand the density of demand within a country and the extent to which a city might be used as a point of distribution within its region. From an economic perspective, however, a city does not represent a population within rigid geographical boundaries. To an economist or strategic planner, a city represents an area of dominant influence over markets in adjacent areas. This influence varies from one industry to another, but also from one period of time to another.

In what follows, I summarize the economic potential for the world's major cities for recycled unlined folding carton chipboard for the year 2009. The goal of this report is to report my findings on the real economic potential, or what an economist calls the latent demand, represented by a city when defined as an area of dominant influence. The reader needs to realize that latent demand may or may not represent real sales. For many items, latent demand is clearly observable in sales, as in the case for food or housing items. Consider, however, the category satellite launch vehicles. Clearly, there are no launch pads in most cities of the world. However, the core benefit of the vehicles (e.g. telecommunications, etc.) is consumed by residents or industries within the world's cities. Without certain cities, in other words, the market for satellite launch vehicles would be lower for the world in general. One needs to allocate, therefore, a portion of the worldwide economic demand for launch vehicles to both regions and cities. This report takes the broader definition and considers, therefore, a city as a part of the global market.

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4.11 K: from Kabul to Kzyl-Orda

4.12 L: from La Ceiba to Lyon

4.13 M: from Macae to Mzuzu

4.14 N: from Nacala to Nzerekore

4.15 O: from Oklahoma City to Oyem

4.16 Ö: from Örebro to Örebro

4.17 P: from Pago Pago to Pyuthan

4.18 Q: from Qandahar to Quito

4.19 R: from Rabat to Rustavi

4.20 S: from S. Luis Potosi to Szombathely

4.21 T: from Tabligbo to Tyre

4.22 U: from Uberaba to Utulei

4.23 V: from Vacoas-Phoenix to Vukovar

4.24 W: from Wadi Medani to Wuhan

4.25 X: from Xalapa to Xi'an

4.26 Y: from Yamagata to Yungang

4.27 Z: from Zadar to Zvishavane

### 5 CITY SEGMENTS RANKED BY COUNTRY

5.1 Afghanistan

5.2 Albania

5.3 Algeria

5.4 American Samoa

5.5 Andorra

5.6 Angola

5.7 Antigua and Barbuda

5.8 Argentina

5.9 Armenia

5.10 Aruba

5.11 Australia

5.12 Austria

5.13 Azerbaijan

5.14 Bahrain

5.15 Bangladesh

5.16 Barbados

5.17 Belarus

5.18 Belgium

5.19 Belize  
5.20 Benin  
5.21 Bermuda  
5.22 Bhutan  
5.23 Bolivia  
5.24 Bosnia and Herzegovina  
5.25 Botswana  
5.26 Brazil  
5.27 Brunei  
5.28 Bulgaria  
5.29 Burkina Faso  
5.30 Burma  
5.31 Burundi  
5.32 Cambodia  
5.33 Cameroon  
5.34 Canada  
5.35 Cape Verde  
5.36 Central African Republic  
5.37 Chad  
5.38 Chile  
5.39 China  
5.40 Christmas Island  
5.41 Colombia  
5.42 Comoros  
5.43 Congo (formerly Zaire)  
5.44 Cook Islands  
5.45 Costa Rica  
5.46 Cote d'Ivoire  
5.47 Croatia  
5.48 Cuba  
5.49 Cyprus  
5.50 Czech Republic  
5.51 Denmark  
5.52 Djibouti  
5.53 Dominica  
5.54 Dominican Republic  
5.55 Ecuador  
5.56 Egypt  
5.57 El Salvador  
5.58 Equatorial Guinea  
5.59 Estonia  
5.60 Ethiopia  
5.61 Fiji  
5.62 Finland  
5.63 France  
5.64 French Guiana  
5.65 French Polynesia  
5.66 Gabon  
5.67 Georgia  
5.68 Germany  
5.69 Ghana  
5.70 Greece

5.71 Greenland  
5.72 Grenada  
5.73 Guadeloupe  
5.74 Guam  
5.75 Guatemala  
5.76 Guinea  
5.77 Guinea-Bissau  
5.78 Guyana  
5.79 Haiti  
5.80 Honduras  
5.81 Hong Kong  
5.82 Hungary  
5.83 Iceland  
5.84 India  
5.85 Indonesia  
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5.87 Iraq  
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5.105 Liechtenstein  
5.106 Lithuania  
5.107 Luxembourg  
5.108 Macau  
5.109 Madagascar  
5.110 Malawi  
5.111 Malaysia  
5.112 Maldives  
5.113 Mali  
5.114 Malta  
5.115 Marshall Islands  
5.116 Martinique  
5.117 Mauritania  
5.118 Mauritius  
5.119 Mexico  
5.120 Micronesia Federation  
5.121 Moldova  
5.122 Monaco

5.123 Mongolia  
5.124 Morocco  
5.125 Mozambique  
5.126 Namibia  
5.127 Nauru  
5.128 Nepal  
5.129 New Caledonia  
5.130 New Zealand  
5.131 Nicaragua  
5.132 Niger  
5.133 Nigeria  
5.134 Niue  
5.135 Norfolk Island  
5.136 North Korea  
5.137 Norway  
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5.145 Peru  
5.146 Philippines  
5.147 Poland  
5.148 Portugal  
5.149 Puerto Rico  
5.150 Qatar  
5.151 Republic of Congo  
5.152 Reunion  
5.153 Romania  
5.154 Russia  
5.155 Rwanda  
5.156 San Marino  
5.157 Sao Tome E Principe  
5.158 Saudi Arabia  
5.159 Senegal  
5.160 Seychelles  
5.161 Sierra Leone  
5.162 Singapore  
5.163 Slovakia  
5.164 Slovenia  
5.165 Solomon Islands  
5.166 Somalia  
5.167 South Africa  
5.168 South Korea  
5.169 Spain  
5.170 Sri Lanka  
5.171 St. Kitts and Nevis  
5.172 St. Lucia  
5.173 St. Vincent and the Grenadines  
5.174 Sudan

5.175 Suriname  
5.176 Swaziland  
5.177 Sweden  
5.178 Switzerland  
5.179 Syrian Arab Republic  
5.180 Taiwan  
5.181 Tajikistan  
5.182 Tanzania  
5.183 Thailand  
5.184 The Bahamas  
5.185 The British Virgin Islands  
5.186 The Cayman Islands  
5.187 The Falkland Islands  
5.188 The Gambia  
5.189 The Netherlands  
5.190 The Netherlands Antilles  
5.191 The Northern Mariana Island  
5.192 The U.S. Virgin Islands  
5.193 The United Arab Emirates  
5.194 The United Kingdom  
5.195 The United States  
5.196 Togo  
5.197 Tokelau  
5.198 Tonga  
5.199 Trinidad and Tobago  
5.200 Tunisia  
5.201 Turkey  
5.202 Turkmenistan  
5.203 Tuvalu  
5.204 Uganda  
5.205 Ukraine  
5.206 Uruguay  
5.207 Uzbekistan  
5.208 Vanuatu  
5.209 Venezuela  
5.210 Vietnam  
5.211 Wallis and Futuna  
5.212 Western Sahara  
5.213 Western Samoa  
5.214 Yemen  
5.215 Zambia  
5.216 Zimbabwe

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