

Countries & Consumers

What's new November 2008

A summary of what we've added to Countries & Consumers in the previous 12 months.

Reports

Brand New

Strategy Briefings

Nine new Strategy Briefings have been published:

- For the Love of the Game – Global Sporting Habits and Implications for Marketers
- Single Living: How Atomisation – The Rise of Singles and One-person Households – Is Affecting Consumer Purchasing Habits
- Big World: Impact of the Obesity Pandemic on Global Marketing Strategies
- 25 Global Consumer Trends 2008
- Shopping for Pleasure: The Development of Shopping as a Leisure Pursuit
- The Green (and Variegated) Consumer
- Brazil: Growth Market for the Future
- Gaming: Implications of Growth for Global Marketing Strategies
- Beauty Drugs: Consumer Perceptions and Blurring Boundaries in the Global Cosmetics and Toiletries Market

Country Briefings

A new series of reports from Euromonitor International which enable an understanding of a key topic and how it is playing out in each country. Each series will cover 80 countries and seven regions.

Series 1 - Business environment: trends covered include taxation, labour force, foreign direct investment and corruption.

Series 2 - Income and expenditure: trends covered include consumption patterns, the emergence of a middle class, high-income earners, income by age, expenditure by region within a country.

New and improved

Consumer Lifestyles

These reports have been completely redesigned in order to add more interest and depth of analysis with the addition of a new section on consumer trends. Sixteen countries have been updated so far:

- Pakistan
- Romania
- Latvia
- Saudi Arabia
- Kuwait
- Ireland
- Ukraine
- Philippines
- Kenya
- UK
- Mexico
- Belarus
- UAE
- USA
- Estonia
- Vietnam

Future Demographics

This set of reports has been overhauled with the addition of new sections on vital statistics and ethnicity. 41 countries have been updated:

- Australia
- Estonia
- Turkey
- Western Europe
- Italy
- Ukraine
- Russia
- Ireland
- Kazakhstan
- Germany
- Japan
- France
- Israel
- Pakistan
- Denmark
- Nigeria
- Ecuador
- Austria
- Croatia
- Bulgaria
- Singapore
- Sweden
- Greece
- Vietnam
- Portugal
- Netherlands
- Slovakia
- Czech Republic
- Latvia
- Hungary
- Belgium
- Morocco
- Switzerland
- Saudi Arabia
- Spain
- Slovenia
- Norway
- Lithuania
- Algeria
- Turkmenistan
- Mexico
- Taiwan
- Chile

Updated

- Country Profiles: all 212 reports updated at least once since October 2007
- Country Pulses: all 40 are updated once per month

Countries & Consumers

Countries & Consumers is a constantly updated online database which allows clients to analyse and understand operating environments and development potential for specific economies, regions and markets:

More than 8 million internationally comparable statistics on themes ranging from GDP to consumer expenditure to household profiles

700 reports analysing consumer megatrends, lifestyles, demographics, macro-economic conditions, the business environment and income and expenditure patterns

Daily comment investigating key trends affecting the operating environment and segmenting consumers and detailing up-to-the-minute trends

RealTime News delivering online socio-economic news within minutes of stories being published

Comment

Brand New

475 comment pieces added since October 2007

Future watch

A new series of Comment with even more of a slant on what will be. These articles will explore how consumer trends and segments will develop in the future and how this will impact on the consumption, lifestyles and attitudes of us all.

Q&A

A new series of Comment that provides clients with answers to questions about how major economic issues are affecting them and their consumers.

Statistics

The statistical content on Countries & Consumers has increased by 25% since June 2008. As of October 2008, there were more than 8 million statistics on Countries & Consumers across 2,520 indicators

Brand New

A major expansion of our income and expenditure data has occurred, with the addition of: Consumer expenditure by:

- household type (single person, couples, families)
- tenure (homeowner, rented, other)
- number of household members
- location
- age and economic status of household head
- income

Distribution of gross income by age:

- 5-year age bands covering the population aged 15 to 65+
- 18 annual income bands from US\$0-500 up to US\$100,001+

Household annual disposable income distribution:

- An expansion of our annual income bands to US\$150,000+ and monthly bands to US\$12,000+

Household annual disposable income deciles:

- Average disposable income by decile
- % of total income by decile
- Gini index

Tax and social security contributions

- Tax and social security contributions as a % of GDP

Economic Indicators

An expansion of our GDP by origin data from 10 to 38 industries. New industries are:

- Fishing
- Mining and quarrying of energy producing materials
- Mining and quarrying except energy producing materials
- Manufacture of: 14 subcategories including food, textiles and chemicals
- Sale, maintenance and repair of motor vehicles and fuel, wholesale and retail trade
- Transport and storage
- Post and telecommunications
- Financial intermediation
- Real estate, renting and business activities
- Education
- Health and social work
- Other community, social, personal service activities
- Activities of households
- Extra-territorial organizations and bodies

About us

Euromonitor International has offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai and Cape Town and a network of over 600 analysts worldwide. We have a unique capability to deliver reliable information resources to support strategic business planning.

Foreign Direct Investment (FDI):

- FDI intensity

Savings:

- Annual savings
- Savings ratio

Balance of payments:

- Current account balance as % of GDP
- Remittances inflows and outflows

Business environment:

- Corruption perception index

Energy resources and output

- Consumption of refinery products:
 - Consumption of biofuels
 - Consumption of biodiesel
- Consumption of biogasoline
- Consumption of other liquid biofuels
- Energy production:
 - Production of biofuels
 - Production of biodiesel
 - Energy intensity
- Production of biogasoline
- Production of other liquid biofuels

Demographics

- Dependency ratio:
 - Index of ageing
 - Youth dependency ratio
- Old-age dependency ratio

Households and Homes

- Household size:
 - Average number of children per household at Jan 1st

Leisure and lifestyles

- Media access:
 - Cable / TV households / Digital satellite Pay-TV subscribers per colour TV households

IT and communications

- Telephones:
 - Mobile telephone calls per mobile telephone user

Health

- Infectious diseases:
 - Incidence of HIV

Updated

In addition, our statistical database is updated annually on a rolling basis so within the period of one year all datasets are updated.

Moreover, the following annual datasets are updated monthly. We update any data that have been revised by the source – including both the current year and historic data – and amend forecasts as appropriate:

- Total GDP
- Private final consumption expenditure
- Gross fixed capital formation
- Imports of goods and services
- Money supply
- Budget expenditure
- Foreign exchange reserves
- Exchange rates against US dollar
- Reserves of deposit money banks
- Liabilities of deposit banks
- Imports
- Government final consumption expenditure
- Increases in stocks
- Exports of goods and services
- Gross national income (GNI)
- Annual rates of inflation
- Budget revenue
- Gold reserves
- Annual lending rates
- Assets of deposit banks
- Bank claims on the private sector
- Exports

Want to know more?

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