

# Industries: Appliances and Electronics

# 1. CONSUMER APPLIANCES CATEGORY LEVEL DETAIL

## 1.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Denmark; France; Germany; Greece; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Turkey; United Kingdom

**Eastern Europe:** Czech Republic; Hungary; Poland; Russia; Ukraine; Romania

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Colombia; Chile; Mexico

**Asia Pacific:** Australia; China; Hong Kong; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand; Vietnam;

**Africa and Middle East:** Egypt; Morocco; Nigeria; Israel; Saudi Arabia; South Africa; United Arab Emirates

## 1.2 CATEGORIES

### Major Appliances

Dishwashers

Home Laundry Appliances

Large Cooking Appliances

Microwaves

Refrigeration Appliances

### Small Appliances

Air Treatment Products

Food Preparation Appliances

Heating Appliances

Irons

Personal Care Appliances

Small Cooking Appliances

Vacuum Cleaners

## 1.3 STATISTICS

Consumer Appliances Retail Sales Data

Retail value sales trends

- 2009-2028
- retail selling price (rsp)

Retail volume sales trends ('000 units)

- 2009-2028

Company shares

- 2014-2023
- volume % share and actual
- by global brand owner and local brand owner

Brand shares

- 2014-2023
- volume % share and actual
- by global brand name and local brand name

Retail distribution patterns

- 2009-2023
- % share and actual

Household penetration rate by sector

- % analysis 2018-2024

Replacement cycle by sector

- % analysis 2018-2024

Consumer Appliances Trade Statistics

Production volume ('000 units)

- 2009-2023

Production shares

- 2014-2023
- volume % share and actual
- by global brand owner and local brand owner

## 2. CONSUMER ELECTRONICS CATEGORY LEVEL DETAIL

### 2.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria, France, Denmark, Germany, Greece, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Turkey, United Kingdom

**Eastern Europe:** Czech Republic, Hungary, Poland, Romania, Russia, Ukraine

**North America:** Canada, USA

**Latin America:** Argentina, Brazil, Chile, Colombia, Mexico

**Asia Pacific:** China, India, Indonesia, Hong Kong, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam

**Australasia:** Australia

**Africa and Middle East:** Egypt, Israel, Morocco, Nigeria, Saudi Arabia, South Africa, UAE

### 2.2 CATEGORIES

#### Computers and Peripherals

Computers

Desktops

Portable Computers

Laptops

Tablets

Peripherals

Monitors

Printers

#### In-Car Entertainment

In-Car Navigation

In-Car Speakers

In-Dash Media Players

#### In-Home Consumer Electronics

Home Audio and Cinema

Audio Separates

Digital Media Player Docks

Hi-Fi Systems

Home Cinema and Speaker Systems

Speakers

Other Home Audio and Cinema

Home Video

Televisions

Analogue TVs

LCD TVs

OLED TVs

Plasma TVs

Other TVs

TV Combis

Video Players  
BD Players  
DVD Players  
Video Recorders

## **Portable Consumer Electronics**

Headphones

Wireless Earphones  
Wireless Headbands  
TWS Earbuds

Imaging Devices

Digital Cameras  
Digital Camcorders

Mobile Phones

Feature Phones  
Smartphones

Portable Players

E-Readers  
Portable Media Players  
Wireless Speakers

Wearable Electronics

Activity Wearables  
Activity Bands  
Activity Watch (Analogue)  
Activity Watch (Digital)  
Smart Wearables

## **2.3 STATISTICS**

Retail value sales

- 2010-2029
- Retail selling price (rsp)

Retail volume sales

2010-2029

Business volume sales (Computers)

2010-2029

Business value sales (Computers)

- 2010-2029 Manufacturer selling price (msp)

Company and brand shares

- by global brand owner and local brand owner
- 2015-2024 retail volume

Retail distribution

- 2010-2024 retail volume

## 3. TOYS AND GAMES CATEGORY LEVEL DETAIL

### 3.1 GEOGRAPHIC COVERAGE

**Western Europe:** France; Germany; Italy; Netherlands; Spain; Switzerland; Sweden; Turkey; United Kingdom

**Eastern Europe:** Poland; Russia; Romania; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Mexico

**Asia Pacific:** China; Hong Kong; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand

**Australasia:** Australia

**Africa and Middle East:** South Africa; UAE

### 3.2 CATEGORIES

#### Traditional Toys and Games

Action Figures and Accessories  
Arts and Crafts  
Baby and Infant  
Construction  
Dolls and Accessories  
Dress-Up and Role Play  
Games and Puzzles  
Model Vehicles  
Outdoor and Sports  
Plush  
Pre-School  
Remote Control Toys  
Ride-On Vehicles  
Scientific/Educational  
Other Traditional Toys and Games

#### Video Games

Video Games Hardware  
    Hand-Held Consoles  
    Static Consoles  
    AR/VR Headsets  
Video Games Software  
    Video Games Software  
    (Physical)  
    Video Games Software (Digital)  
    Video Games Software by  
Platform  
    Video Games Software by  
Format

### 3.3 STATISTICS

Retail value sales trends

- 2009-2028
- Retail selling price (rsp)
- Retail volume (for Static Consoles, Hand-Held Consoles, AR/VR Headsets)

Company and brand shares

- 2014-2023
- % retail value share, actuals and rankings
- % retail volume share, actuals and rankings (for Static Consoles, Hand-Held Consoles, AR/VR Headsets)
- by global brand owner and local brand owner
- Video Games Software % value share on company level

#### Retail channel distribution

- 2009-2023
- % retail value share and actuals

#### Analysis by Licensing

- 2009-2028
- Traditional Toys and Games categories by licencing
- % retail value share and actuals

#### Video Games Software by Format

- 2014-2023
- Game Sales vs. In-Game Purchases for video games software
- % retail value share and actuals

#### Traditional Toys and Games Blind Collectables

- 2014-2023
- Blind vs Non-Blind Collectables by categories
- % retail value share and actuals

## Industries: Drinks



## 4. ALCOHOLIC DRINKS CATEGORY LEVEL DETAIL

### 4.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador\*; Guatemala; Honduras\*; Mexico; Panama\*; Paraguay\*; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh\*; Cambodia\*; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos\*; Malaysia; Myanmar\*; Pakistan; Philippines; Singapore; South Korea; Sri Lanka\*; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola\*; Cameroon; Côte d'Ivoire\*; Egypt; Ethiopia\*; Ghana\*; Iraq\*; Israel; Jordan\*; Kenya; Kuwait\*; Lebanon\*; Morocco; Nigeria; Oman\*; Qatar\*; Saudi Arabia; South Africa; Tanzania\*; Tunisia; Uganda\*, United Arab Emirates

*\*Researched data available only at top line category level (beer, spirits, wine, etc.)*

### 4.2 CATEGORIES

**Beer**

**Cider / Perry**

**RTDs**

**Spirits**

**Wine**

### 4.3 STATISTICS

Off-trade, on-trade and total value sales trends

- 2009-2028
- MSP and RSP

Off-trade, on-trade and total volume sales trends

- 2009-2028
- litres, hectolitres, cases, UK and US barrels

Company shares

- 2014-2023 for beer, RTDs, spirits and cider / perry markets
- 2014-2023 wine\*\*\*
- % and actual

- Total volume terms
- Total value terms (modelled) \*\*\*\*
- by global brand owner and local brand owner

#### Brand shares

- 2014-2023 beer, RTDs, spirits and cider / perry
- 2014-2023 for wine\*\*\*
- % and actual
- Total volume terms
- Total value terms (modelled) \*\*\*\*
- by global brand name and local brand name

#### Retail distribution patterns

- 2009-2023
- on-trade vs. off-trade
- off-trade broken out by distribution channel
- % and actual

#### Pricing

- price ranges of premium, standard and economy beer

\*\*\*Data available for 54 markets only

\*\*\*\*Data available for 78 markets and regional and global level

## 5. HOT DRINKS CATEGORY LEVEL DETAIL

### 5.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Serbia; Slovakia; Slovenia;

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

### 5.2 CATEGORIES

Coffee

Tea

Other Hot Drinks

### 5.3 STATISTICS

Off-trade value historic sales trends

- 2008-2027
- Manufacturer selling price (msp) and retail selling price (rsp)

Off-trade value forecast sales trends

- 2022-2027
- Manufacturer selling price (msp) and retail selling price (rsp)

Volume historic sales trends

- 2008-2022
- Off-trade, on-trade and total volume

Volume forecast sales trends

- 2022-2027
- Off-trade, on-trade and total volume

Company shares

- 2013-2022

- % and actual
- value terms share analysis for all sectors
- additional volume terms share analysis for coffee
- global brand owner and local brand owner

#### Brand shares

- 2013-2022
- % and actual
- value terms share analysis for all sectors
- additional volume terms share analysis for coffee
- by global brand name and local brand name

#### Off-trade distribution patterns

- 2008-2022
- off-trade volume % breakdown and actual

#### Measures

- 2013-2022
- Hard vs. soft coffee pods

## 6. SOFT DRINKS CATEGORY LEVEL DETAIL

### 6.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Serbia; Slovakia; Slovenia

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

### 6.2 CATEGORIES

#### Carbonates

Cola Carbonates

Regular Cola Carbonates

Reduced Sugar Cola Carbonates

Non-Cola Carbonates

Lemonade / Lime Carbonates

Regular Lemonade/Lime Carbonates

Reduced Sugar Lemonade/Lime Carbonates

Orange Carbonates

Regular Orange Carbonates

Reduced Sugar Orange Carbonates

Tonic Water/Mixers/Other Bitters

Regular Tonic Water/Mixers/Other Bitters

Reduced Sugar Tonic Water/Mixers/Other Bitters

Other Non-Cola Carbonates

Regular Other Non-Cola Carbonates

Reduced Sugar Other Non-Cola Carbonates

#### Juice

100% Juice

Not From Concentrate 100% Juice

Reconstituted 100% Juice

Nectars (25-99% Juice)

Juice Drinks (Up To 24% Juice)  
Coconut and Other Plant Waters

### **Bottled Water**

Still Bottled Water

- Still Purified Bottled Water
- Still Spring Bottled Water
- Still Natural Mineral Bottled Water

Carbonated Bottled Water

- Carbonated Purified Bottled Water
- Carbonated Spring Bottled Water
- Carbonated Natural Mineral Bottled Water

Flavoured Bottled Water

- Still Flavoured Bottled Water
- Sparkling Flavoured Bottled Water

Functional Bottled Water

### **Sports Drinks**

**Regular Sports Drinks**

**Reduced Sugar Sports Drinks**

### **Energy Drinks**

**Regular Energy Drinks**

**Reduced Sugar Energy Drinks**

### **Concentrates**

Liquid Concentrates

Powder Concentrates

### **RTD Tea**

Still RTD Tea

- Regular Still RTD Tea
- Reduced Sugar Still RTD Tea

Carbonated RTD Tea and Kombucha

### **RTD Coffee**

### **Asian Speciality Drinks**

## **6.3 STATISTICS**

Off-trade, on-trade and total historic volume sales trends

- 2009-2023

Off-trade, on-trade and total forecast volume sales trends

- 2023-2028

Off-trade, on-trade and total historic value sales trends

- 2009-2023
- off-trade, on-trade, manufacturer selling prices (msp) and retail selling price (rsp)

Off-trade, on-trade and total forecast value sales trends

- 2023-2028

- off-trade, on-trade, manufacturer selling prices (msp) and retail selling price (rsp)

Fountain sales performance within on-trade channels

- 2009-2023

Company shares

- 2014-2023
- % off-trade (volume and value) for 80 markets
- % on-trade (volume) at category level for France, Germany, Italy, Spain, UK, Russia, USA, Brazil, Mexico, China, India, Japan

global brand owner and local brand owner

# Industries: Food and Nutrition



## 7. COOKING INGREDIENTS AND MEALS CATEGORY

### LEVEL DETAIL

#### 7.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus\*\*, Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia\*\*; Serbia; Slovakia; Slovenia; Ukraine\*\*

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

*\*\* Euromonitor has resumed in-country research in Ukraine.*

#### 7.2 CATEGORIES

##### Cooking Ingredients and Meals

Edible Oils

Meals and Soups

Sauces, Dips and Condiments

Sweet Spreads

#### 7.3 STATISTICS

Retail value sales trends

- 2009-2028
- manufacturer selling price (msp) and retail selling price (rsp)

Retail and foodservice volume sales trends

- 2009-2028

Company shares

- 2014-2023
- % share and actual
- by global brand owner and local brand owner

Brand shares\*

- 2014-2023

- % share and actual
- by global brand name and local brand name

Retail distribution patterns

- 2009- 2023
- % share and actual

Market size data covering all cooking ingredients and meals categories, including edible oils, sauces, dips and condiments, meals and soups, and sweet spreads.

*\*Retail share and actual only for 79 markets on higher hierarchy level.*

## 8. DAIRY PRODUCTS AND ALTERNATIVES CATEGORY

### LEVEL DETAIL

#### 8.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus\*; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia\*; Serbia; Slovakia; Slovenia; Ukraine\*

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

*\* Note: Since Russia's invasion of Ukraine, Euromonitor has paused in-country research in Russia and Belarus. Data for Russia and Belarus is built in-house using mixed methods. Euromonitor has resumed in-country research in Ukraine.*

#### 8.2 CATEGORIES

##### Dairy Products and Alternatives

Baby Food

Dairy

Butter and Spreads

Cheese

Drinking Milk Products

Yoghurt and Sour Milk Products

Other Dairy

Plant-based dairy

Plant-based Milk

Plant-based Yoghurt

Plant-based Cheese

#### 8.3 STATISTICS

Retail value sales trends

- 2010-2029
- manufacturer selling price (msp) and retail selling price (rsp)

Retail and foodservice volume sales trends

- 2010-2029

Company shares

- 2015-2024
- % share and actual
- by global brand owner and local brand owner

Brand shares\*

- 2015-2024
- % share and actual
- by global brand name and local brand name

Retail distribution patterns

- 2010- 2024
- % share and actual

*\*Retail share and actual only for 79 markets on higher hierarchy level.*

## 9. SNACKS CATEGORY LEVEL DETAIL

### 9.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus\*; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia\*; Serbia; Slovakia; Slovenia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

\*Research paused, data modelled internally

### 9.2 CATEGORIES

#### Snacks

Confectionery

Chocolate Confectionery

Gum

Sugar Confectionery

Ice Cream

Savoury Snacks

Sweet Biscuits, Snack Bars and Fruit Snacks

### 9.3 STATISTICS

Retail value sales trends

- 2010-2029
- manufacturer selling price (msp) and retail selling price (rsp)

Retail and foodservice volume sales trends

- 2010-2029

Company shares

- 2014-2024
- % share and actual
- by global brand owner and local brand owner

Brand shares\*

- 2014-2024
- % share and actual
- by global brand name and local brand name

Retail distribution patterns

- 2010-2024
- % share and actual

*\*Retail share and actual only for 79 markets on higher hierarchy level.*

## 10. STAPLE FOODS CATEGORY LEVEL DETAIL

### 10.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus\*\*; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia\*\*; Serbia; Slovakia; Slovenia; Ukraine\*\*

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

### 10.2 CATEGORIES

#### Staple Foods

Baked Goods

Breakfast Cereals

Processed Fruit and Vegetables

Processed Meat, Seafood and Alternatives

Rice, Pasta and Noodles

### 10.3 STATISTICS

Retail value sales trends

- 2009-2028
- manufacturer selling price (msp) and retail selling price (rsp)

Retail and foodservice volume sales trends

- 2009-2028

Company shares

- 2013-2023
- % share and actual
- by global brand owner and local brand owner

Brand shares\*

- 2013-2023

- % share and actual
- by global brand name and local brand name

#### Retail distribution patterns

- 2009- 2023
- % share and actual

City Reports (i.e. Ahmedabad, Cochin, Hangzhou, Hyderabad, Indore, Jaipur, Mumbai, Xiamen)

Market size data covers all staple food categories, including baked goods, breakfast cereals, processed fruit and vegetables, processed meat, seafood and alternatives, rice, pasta and noodles.

*\*Retail share and actual only for 79 markets on higher hierarchy level.*



## 11. FRESH FOOD CATEGORY LEVEL DETAIL

### 11.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Bulgaria; Czech Republic; Hungary; Poland; Romania; Russia\*\*; Slovakia; Ukraine\*\*

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Chile; Colombia; Mexico; Peru

**Asia Pacific:** China; Hong Kong, China; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Egypt; Israel; Morocco; Saudi Arabia; South Africa; United Arab Emirates

*\*Note: Only 18 key markets are researched with a full individual country research programme, with national-level desk research, trade interviews with statistical sources, associations and national players, and market analysis. These 18 are: Australia, Brazil, China, France, Germany, India, Italy, Japan, Mexico, Morocco, Russia, South Africa, Spain, Thailand, UK, UAE, US and Vietnam.*

For the additional 35 countries, market sizes are built centrally using secondary source information: estimates are calculated from apparent consumption and derived from production and trade statistics published by the UN Food and Agriculture Organisation (FAO) and local statistical and trade sources. These 35 countries are: Argentina; Austria; Belgium; Bulgaria; Canada; Chile; Colombia; Czech Republic; Denmark; Egypt; Finland; Greece; Hong Kong, China; Hungary; Indonesia; Ireland; Israel; Malaysia; Netherlands; New Zealand; Norway; Peru; Philippines; Poland; Portugal; Romania; Saudi Arabia; Singapore; Slovakia; South Korea; Sweden; Switzerland; Taiwan; Turkey; Ukraine\*\*.

In addition, we model market data for 156 countries. These are marked on Passport as “modelled”.

### 11.2 CATEGORIES

**Eggs**

**Fish and Seafood**

**Fruits**

**Meat**

**Nuts**

**Pulses**

## Starchy Roots

## Sugar and Sweeteners

## Vegetables

### 11.3 STATISTICS

Total volume sales

- 2008-2027

Total volume sales through retail, foodservice and institutional channels\*

- 2008-2027

Retail value sales\*

- 2008-2027

Analysis by type (standard vs. organic / Fairtrade) for Eggs, Fish and seafood, Fruits, Meat, Nuts, Pulses, Starchy roots and Vegetables (total volume level)\*

- 2013-2027

Retail volume sales breakdown: packaged vs. unpackaged fresh food

- 2014-2022

Retail distribution patterns for Fresh Food\*

- 2010-2022

*\*Note: Data provided for 18 key markets only: Australia, Brazil, China, France, Germany, India, Italy, Japan, Mexico, Morocco, Russia\*\*, South Africa, Spain, Thailand, UK, UAE, US and Vietnam*

*\*\*Note: Since Russia's invasion of Ukraine, Euromonitor has paused in country research in Russia and Belarus. Data for Russia and Belarus is built in-house using mixed methods. Data for Ukraine is similarly researched until the end of military invasion or till business resumes as normal.*

## 12. CATEGORY LEVEL: HEALTH AND WELLNESS

### 12.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Spain, Sweden, Switzerland, United Kingdom, Turkey

**Eastern Europe:** Czech Republic, Poland

**North America:** Canada, USA

**Latin America:** Argentina, Brazil, Chile, Mexico

**Asia Pacific:** China, Hong Kong (China), India, Indonesia, Japan, Singapore, South Korea, Taiwan, Thailand

**Australasia:** Australia, New Zealand

**Middle East and Africa:** Israel, Saudi Arabia, South Africa, UAE

Health and Wellness draws on in-depth packaged food and beverages industry research and analysis in 40 national markets.

### 12.2 CATEGORIES

#### Health and Wellness by Category

Better For You Hot Drinks  
Dietary and Free From Hot Drinks  
Fortified/Functional Hot Drinks  
Health Benefit Hot Drinks  
Natural Hot Drinks  
Organic Hot Drinks  
Better For You Soft Drinks  
Dietary and Free From Soft Drinks  
Fortified/Functional Soft Drinks  
Health Benefit Soft Drinks  
Natural Soft Drinks  
Organic Soft Drinks  
Better For You Snacks  
Dietary and Free From Snacks  
Fortified/Functional Snacks  
Health Benefit Snacks  
Natural Snacks  
Organic Snacks  
Better For You Dairy Products and Alternatives  
Dietary and Free From Dairy Products and Alternatives  
Fortified/Functional Dairy Products and Alternatives  
Health Benefit Dairy Products and Alternatives  
Natural Dairy Products and Alternatives  
Organic Dairy Products and Alternatives  
Better For You Cooking Ingredients and Meals  
Dietary and Free From Cooking Ingredients and Meals  
Fortified/Functional Cooking Ingredients and Meals

Health Benefit Cooking Ingredients and Meals  
Natural Cooking Ingredients and Meals  
Organic Cooking Ingredients and Meals  
Better For You Staple Foods  
Dietary and Free From Staple Foods  
Fortified/Functional Staple Foods  
Health Benefit Staple Foods  
Natural Staple Foods  
Organic Staple Foods

## 12.3 STATISTICS

Retail value sales (rsp)

- 2019-2028

Retail volume sales

- 2019-2028

Brand and company shares

- 2019-2023

*\*Health and wellness distribution patterns include packaged food and beverages organic, fortified / functional, better for you, naturally healthy and free from products.*

## 13. NUTRITION CATEGORY LEVEL DETAIL

*[THIS PREMIUM INDUSTRY CAN BE ADDED TO CATEGORY LEVEL]*

### 13.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria, Belgium; Denmark, Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Czech Republic, Poland; Russia

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Chile, Mexico

**Asia Pacific:** China; Hong Kong, India; Indonesia, Japan; Singapore; South Korea; Taiwan, Thailand

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Israel, Saudi Arabia, South Africa, United Arab Emirates

### 13.2 CATEGORIES

#### **Nutrient Types**

Energy (Calories)

Protein

Carbohydrate

Sugar

Fat

Saturated Fat

Fibre

Salt

All eight of these nutrients have been researched for the snacks, dairy products and alternatives, cooking ingredients and meals, staples and soft drink, categories listed below in each of the 40 countries that Passport Nutrition covers.

#### **Alcoholic Drinks**

Beer

Cider / Perry

RTDs

Spirits

Wine

#### **Fresh Food**

Eggs

Fish and Seafood

Fruits

Meat

Nuts

Pulses

Starchy Roots

Sugar and Sweeteners

Vegetables

**Soft Drinks**

Bottled Water  
Carbonates  
Concentrates  
Juice  
RTD Coffee  
RTD Tea  
Energy Drinks  
Sports Drinks  
Asian Speciality Drinks

**Snacks**

Confectionery  
Ice Cream  
Savoury Snacks  
Sweet Biscuits, Snack Bars and Fruit Snacks

**Dairy Products and Alternatives**

Baby Food  
Dairy

**Cooking Ingredients and Meals**

Edible Oils  
Meals and Soups  
Sauces, Dips and Condiments

Sweet Spreads

**Staple Foods**

Baked Goods  
Breakfast Cereals  
Processed Fruit and Vegetables  
Processed Meat and Seafood  
Rice, Pasta and Noodles

**13.3 STATISTICS**

Nutrient consumption trends

- 2010-2028
- Grams or calories per capita per day
- Annual total

Nutrient Content per 100g

- 2010-2028
- Nutrient content per 100g of each researched SKU
- Available at the lowest Snacks, Dairy Products and Alternatives, Cooking Ingredients and Meals, Staples and Soft Drinks category and country level only

# Industries: Health and Beauty

## 14. BEAUTY AND PERSONAL CARE CATEGORY LEVEL DETAIL

### 14.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus\*; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; North Macedonia; Poland; Romania; Russia\*; Serbia and Montenegro; Slovakia; Slovenia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

**Since Russia's invasion of Ukraine, Euromonitor has paused in-country research in Russia and Belarus. Data for these countries have been built in-house using mixed methods.**

### 1.1 CATEGORIES

Baby and Child-specific Products

Bath and Shower

Colour Cosmetics

Deodorants

Depilatories

Fragrances

Hair Care

Men's Grooming

Oral Care

Oral Care excl. Power Toothbrushes

Skin Care

Sun Care



Premium Beauty and Personal Care

Mass Beauty and Personal Care

Prestige Beauty and Personal Care\*

Dermocosmetics Beauty and Personal Care\*\*

*\*Prestige Beauty and Personal Care is an alternative view of Premium Beauty and Personal Care, which excludes premium dermocosmetics brands based on a pre-defined central list.*

*\*\*Dermocosmetics Beauty and Personal Care is an alternative view of Beauty and Personal Care based on a pre-defined central list of dermocosmetics brands*

## 1.2 STATISTICS

Retail value sales

- 2009-2028
- retail selling price (rsp) and manufacturer selling price (msp)

Retail volume sales

- 2009-2028
- Volume data (litres, kilograms, units) and volume alternative data (units)

Company shares

- 2014-2023
- % share and actual
- by global brand owner and local brand owner

Brand shares

- 2014-2023
- % share and actual
- by global brand name, local brand name and by
- umbrella brand

Distribution

- 2009-2023
- % and actual

Premium vs. mass

- 2009-2023

Men's skin care by type

- 2019-2023

Toothpaste by Type

- 2019-2023

## Razors and Blades by Type

- 2019-2023

## 15. CONSUMER HEALTH CATEGORY LEVEL DETAIL

### 15.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

*Note: Since Russia's invasion of Ukraine, Euromonitor has paused in-country research in Russia and Belarus. Data for Russia and Belarus is built in-house using mixed methods.*

### 15.2 CATEGORIES

#### OTC

Adult Mouth Care

Analgesics

Sleep Aids

Cough, Cold and Allergy (Hay Fever) Remedies

Dermatologicals

Digestive Remedies

Emergency Contraception

Eye Care

NRT Smoking Cessation Aids

Wound Care

#### Sports Nutrition

#### Vitamins and Dietary Supplements

#### Weight Management and Wellbeing

#### Herbal/Traditional Products

## Allergy Care

### Paediatric Consumer Health

#### 15.3 STATISTICS

##### Retail value sales trends

- 2010-2029
- manufacturer selling price (msp) and retail selling price (rsp)

##### Retail volume sales trends (modelled)

- 2010-2029

##### Company shares

- 2015-2024
- % share and actual
- by global brand owner and national brand owner
- by latest owner
- manufacturer selling price (msp) and retail selling price (rsp)

##### Brand shares

- 2015-2024
- % share and actual
- by global brand name and local brand name
- by latest owner
- manufacturer selling price (msp) and retail selling price (rsp)

##### Retail distribution patterns

- 2010-2024
- % share and actual

manufacturer selling price (msp) and retail selling price (rsp)

## 16. EYEWEAR CATEGORY LEVEL DETAIL

### 16.1 GEOGRAPHIC COVERAGE

**Africa and Middle East:** South Africa; United Arab Emirates

**Asia Pacific:** China; Hong Kong, China; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand

**Australasia:** Australia

**\*Eastern Europe:** Poland; Romania; Russia; Ukraine

**Latin America:** Argentina; Brazil; Mexico

**North America:** Canada; USA

**Western Europe:** France; Germany; Italy; Netherlands; Spain; Sweden; Switzerland; Turkey; UK

\*Note: Since Russia's invasion of Ukraine, Euromonitor has paused in-country research in Russia. Data have been built in-house using mixed methods. Euromonitor has resumed in-country research in Ukraine.

### 16.2 CATEGORIES

**Contact Lenses and Solutions**

**Spectacles**

**Sunglasses**

### 16.3 STATISTICS

Market size retail value sales

- 2010-2024 (current RSP terms)
- 2025-2029 (constant RSP terms)

Market size retail volume sales

- 2010-2029 ('000 units)

Company and brand share

- 2014-2023 (current RSP terms)

Retail channel distribution

- 2010-2024 percentage value

## 17. TISSUE AND HYGIENE CATEGORY LEVEL DETAIL

### 17.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Qatar; Oman; Saudi Arabia; South Africa; Tanzania; Tunisia; Uganda; United Arab Emirates

### 17.2 CATEGORIES

#### Away-from-Home Tissue and Hygiene

AFH Hygiene

AFH Adult Incontinence

AFH Tissue

AFH Boxed Facial Tissues

AFH Paper Tableware

AFH Napkins

AFH Tablecloths

AFH Paper Towels

AFH Toilet Paper

AFH Wipers

#### Rx/Reimbursement Adult Incontinence

#### Retail Tissue and Hygiene

Retail Hygiene

Retail Adult Incontinence

Light Adult Incontinence

Moderate / Heavy Adult Incontinence

Nappies / Diapers / Pants

Disposable Pants

Nappies / Diapers

Junior Nappies / Diapers

New Born Nappies / Diapers

Standard Nappies / Diapers

Menstrual Care	
Pantyliners	
Tampons	
Towels	
Standard Towels	
Standard Towels with Wings	
Standard Towels without Wings	
Slim / Thin / Ultra-Thin Towels	
Slim / Thin / Ultra-Thin Towels with Wings	
Slim / Thin / Ultra-Thin Towels without Wings	
Menstrual Care incl. Intimate Wipes	
Wipes	
Home Care Wipes and Floor Cleaning Systems	
Dry Electro-Static Wipes	
Starter Kits / Sweepers / Sticks	
Wipes and Refills	
Floor Cleaning Systems	
Refills	
Cleaning Solution	
Refill Wipes / Pads	
Starter Kits / Trigger Device	
Impregnated Wet Wipes	
All Purpose Cleaning Wipes	
Furniture Polish Wipes	
Toilet Care Wipes	
Window / Glass Wipes	
Other Impregnated Wipes	
Starter Kits / Sweepers / Sticks (excl. Wipes)	
Wipes (excl. Starter Kits / Sweepers / Sticks)	
Personal Wipes	
General Purpose Wipes	
Intimate Wipes	
Baby Wipes	
Cosmetic Wipes	
Facial Cleansing Wipes	
Deodorant Wipes	
Moist Toilet Wipes	
Retail Tissue	
Paper Towels	
Paper Tableware	
Napkins	
Tablecloths	
Facial Tissues	
Boxed Facial Tissues	
Pocket Handkerchiefs	
Toilet Paper	

## 17.3 STATISTICS

### Retail value sales

- 2009-2028
- Manufacturer selling price (msp) and retail selling price (rsp)

Retail volume sales

- 2009-2028
- Volume in units or tonnes

Rx/reimbursement adult incontinence

- 2009-2028
- Value at manufacturer selling price (msp)
- Volume in units

Away-from-home value sales

- 2009-2028
- Manufacturer selling price (msp)

Away-from-home volume sales:

- 2009-2028
- Volume in units or tonnes

Retail company shares

- 2013-2023
- Rsp value % share, actuals and rankings
- Volume share for select product categories by global brand owner and local brand owner

Retail brand shares

- 2013-2023
- Rsp value % share, actuals and rankings
- Volume share for select product categories
- By global brand name and local brand name

Retail distribution

- 2009-2023
- % and actual value
- Value sales per retail channel (store and non-store retail)

Away-from-home distribution

- 2009-2023
- % and actuals
- Value sales per away-from-home channel (hospitals / healthcare; public sector; business / industry; horeca)



## Industries: Home Products

## 18. HOME AND GARDEN CATEGORY LEVEL DETAIL

### 18.1 GEOGRAPHIC COVERAGE

**Western Europe:** France; Germany; Italy; Netherlands; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Poland; Romania; Russia (in-country research has been paused in Russia, data has been built using mixed methods); Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Mexico

**Asia Pacific:** China; India; Indonesia; Hong Kong; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand

**Australasia:** Australia

**Africa and Middle East:** South Africa; UAE

### 18.2 CATEGORIES

**Gardening**

**Home Furnishings**

**Home Improvement**

**Homewares**

### 18.3 STATISTICS

Retail value sales trends

- 2009-2028
- Retail selling price (rsp)

Retail volume sales

- 2009-2028
- Retail volume (litres) for Decorative Paint
- Retail volume (units) for Mattresses

Company shares

- 2014-2023
- % share, actuals and rankings
- by global brand owner and local brand owner

Brand shares

- 2014-2023
- % share, actuals and rankings
- by global brand name and local brand name

Retail distribution patterns

- 2009-2023
- % share and actual

#### Homewares by material

- 2014 – 2023 % rsp value for the seven Homewares product categories:
- Dining - Beverageware
- Dining - Cutlery
- Dining - Dinnerware
- Cookware - Ovenware
- Cookware - Stove Top Cookware
- Kitchenware - Food Storage
- Kitchenware – Kitchen Utensils

## 19. HOME CARE CATEGORY LEVEL DETAIL

### 19.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus<sup>^</sup>; Bosnia-Herzegovina\*; Bulgaria; Croatia\*; Czech Republic; Estonia\*; Georgia\*; Hungary; Latvia\*; Lithuania\*; North Macedonia\*; Poland; Romania; Russia<sup>^</sup>; Serbia\*; Slovakia; Slovenia\*; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia\*; Brazil; Chile; Colombia; Costa Rica\*; Dominican Republic\*; Ecuador\*; El Salvador\*\*; Guatemala\*; Honduras\*\*; Mexico; Panama\*\*; Paraguay\*\*; Peru; Uruguay\*

**Asia Pacific:** Azerbaijan\*; Bangladesh\*\*; Cambodia\*\*; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan\*; Laos\*\*; Malaysia; Myanmar\*\*; Pakistan\*; Philippines; Singapore; South Korea; Sri Lanka\*\*; Taiwan; Thailand; Uzbekistan\*; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria\*; Angola\*\*; Cameroon\*; Côte d'Ivoire\*\*; Egypt; Ethiopia\*\*; Ghana\*\*; Iraq\*\*; Israel; Jordan\*\*; Kenya\*; Kuwait\*\*; Lebanon\*\*; Morocco; Nigeria; Oman\*\*; Qatar\*\*; Saudi Arabia; South Africa; Tanzania\*\*; Tunisia\*; United Arab Emirates; Uganda\*\*

\*market share data not available at lowest sub-category level (in those markets, company and brand shares are only available for Air Care, Bleach, Automatic Dishwashing, Hand Dishwashing, Home Insecticides, Carpet Cleaners, Fabric Softeners, Laundry Aids, Laundry Detergents, Polishes, Home Care Wipes And Floor Cleaning Systems, Surface Care Excluding Wipes and Toilet Care)

\*\*market share data only available at top line category level (Air Care, Bleach, Dishwashing, Home Insecticides, Laundry Care, Polishes, Toilet Care. The only exception is Surface Care, for which Home Care Wipes And Floor Cleaning Systems and Surface Care Excluding Wipes are also researched).

<sup>^</sup>Since Russia's invasion of Ukraine, Euromonitor has paused in-country research in Russia and Belarus. Data for Russia and Belarus is built in-house using mixed methods. Data for Ukraine is similarly researched until the end of military invasion or till business resumes as normal.

### 19.2 CATEGORIES

**Air Care**

- Candle Air Fresheners
- Car Air Fresheners
- Electric Air Fresheners
- Gel Air Fresheners
- Liquid Air Fresheners
- Spray / Aerosol Air Fresheners
- Other Air Care
  - Carpet Fresheners
  - Odour Neutralisers
  - Refrigerator Fresheners
  - Waste Bin Fresheners
  - Other Other Air Care

**Bleach****Dishwashing**

- Automatic Dishwashing
  - Automatic Dishwashing Liquids
  - Automatic Dishwashing Powders
  - Automatic Dishwashing Tablets
  - Dishwashing Additives
- Hand Dishwashing

**Home Insecticides**

- Electric Insecticides
- Insecticide Baits
- Insecticide Coils
- Spray / Aerosol Insecticides
- Other Home Insecticides
  - Foggers / Bombs
  - In-Home Insect Repellents
  - Moth Proofers
  - Other Other Home Insecticides

**Laundry Care**

- Carpet Cleaners
- Fabric softeners
  - Dryer Sheets
  - Liquid Fabric Softeners
- Laundry Aids
  - Colour Safe Laundry Bleach
  - Fabric Fresheners
  - Spot and Stain Removers
    - In-Wash Spot and Stain Removers
    - Pre-Wash Spot and Stain Removers
  - Starch / Ironing Aids
  - Water Softeners
- Other Laundry Aids
  - Blues / Bluing
  - Colour Catchers
  - Colour Enhancers
  - Laundry Sanitiser
  - Scent Booster
  - Whiteners
  - Other Other Laundry Aids

## Laundry Detergents

### Automatic Detergents

#### Powder Detergents

##### Standard Powder Detergents

##### Concentrated Powder Detergents

#### Detergent Tablets

##### Compact Powder Tablet Detergents

##### Liquid Tablet Detergents

#### Liquid Detergents

##### Standard Liquid Detergents

##### Concentrated Liquid Detergents

### Other Detergents

#### Bar Detergents

#### Hand Wash Detergents

#### Fine Fabric Detergents

## Polishes

### Floor Polish

### Furniture Polish

### Metal Polish

### Shoe Polish

## Surface Care

### Home Care Wipes and Floor Cleaning Systems

#### Dry Electro-Static Wipes

##### Starter Kits / Sweepers / Sticks (Dry Electro-Static)

##### Wipes and Refills (Dry Electro-Static)

#### Floor Cleaning Systems

##### Refills

##### Cleaning Solution

##### Refill Wipes / Pads

##### Starter Kits / Trigger Device

#### Impregnated Wet Wipes

##### All Purpose Cleaning Wipes

##### Furniture Polish Wipes

##### Toilet Care Wipes

##### Window / Glass Wipes

##### Other Impregnated Wipes

#### Starter Kits / Sweepers / Sticks (excl. Wipes)

#### Wipes (excl. Starter Kits / Sweepers / Sticks)

### Bathroom Cleaners

### Descalers

### Drain Openers

### Floor Cleaners

#### Standard Floor Cleaners

#### Wash and Wax Floor Cleaners

### Home Care Disinfectants

### Kitchen Cleaners

### Multi-Purpose Cleaners

### Oven Cleaners

### Scouring Agents

### Window / Glass Cleaners

## Toilet Care

### In-Cistern Devices

### ITBs

Rim Blocks  
Rim Liquids  
Toilet Care Tablets / Powders  
Toilet Cleaning Systems  
Toilet Liquids / Foam

## 19.3 STATISTICS

Retail value sales trends

- 2009-2028
- Manufacturer selling price (msp) and retail selling price (rsp)

Retail volume sales trends

- 2009-2028

Company shares

- 2014-2023
- % share, actuals and rankings
- volume shares for 10 key laundry care categories, including: powder detergents (concentrated / standard format), liquid detergents (concentrated / standard format), compact powder tablet detergents, liquid tablet detergents, hand wash detergents, bar detergents and fabric softeners
- by global brand owner and local brand owner
- Private label share split by retailer

Brand shares

- 2014-2023
- % share, actuals and rankings
- volume shares for 10 key laundry care categories, including: powder detergents (concentrated / standard format), liquid detergents (concentrated / standard format), compact powder tablet detergents, liquid tablet detergents, hand wash detergents, bar detergents and fabric softeners by global brand name and local brand name
- Private label share split by retailer brand
- Average recommended dosage by brand across 10 key laundry care categories over 55 markets (2019-2023)

Retail distribution patterns

- 2009-2023

Pricing

- 2023

## 20. PET CARE CATEGORY LEVEL DETAIL

### GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Bulgaria; Czech Republic; Hungary; Poland; Romania; Russia; Slovakia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Chile; Colombia; Mexico; Peru

**Asia Pacific:** China; Hong Kong, China; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Egypt; Israel; Morocco; Saudi Arabia; South Africa; UAE

### CATEGORIES

#### Pet Food

Dog and Cat Food

Cat Food

Dog Food

Other Pet Food

#### Pet Products

### STATISTICS

Pet population

- 2010-2029
- broken down by dogs, cats, birds, fish, small mammals and reptiles
- dog population broken down by size (large, medium and small)

Prepared food as % of total consumption for dogs and cats

- 2010-2024

Retail value sales trends

- 2010-2029
- manufacturer selling price (msp) and retail selling price (rsp)

Retail volume sales trends (excluding pet products)

- 2010-2029

Per pet expenditure and consumption trends

- 2010-2024



Number of vets

- 2010-2024

Number of vet clinics for pets

- 2010-2024

Proportion of households owning a dog/cat

- 2010-2024

Company shares for dog food, cat food, cat litter

- 2014-2023
- % value share and actual
- by global brand owner and local brand owner
- shares for other pet food and pet products provided on an as available basis

Brand shares for dog food, cat food, cat litter

- 2014-2023
- % value share and actual
- by global brand name and local brand name
- shares for other pet food and pet products provided on an as available basis

Retail distribution patterns

- 2010-2024
- % value share and actual
- includes breakdown for dog food, cat food, and pet products

Healthcare products by type

- 2010-2024
- % value share and actual
- Includes breakdown for flea/tick treatments, pet dietary supplements, worming treatments, and other products

Dog and cat food by life-cycle

- 2011-2024
- % value share and actual
- Broken down by wet versus dry food

Other pet products by type

- 2014-2024
- % value share and actual
- Broken down by beauty products, accessories and other products

# Industries: Luxury and Fashion

## 21. APPAREL AND FOOTWEAR CATEGORY LEVEL DETAIL

### 21.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Denmark; France; Germany; Greece; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Turkey; United Kingdom

**Eastern Europe:** Czech Republic; Hungary; Poland; Romania; Russia\*; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Chile; Colombia; Mexico

**Asia Pacific:** China; Hong Kong, China; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand; Vietnam

**Australasia:** Australia

**Africa and Middle East:** Egypt; Israel; Morocco; Nigeria, Saudi Arabia; South Africa; United Arab Emirates

*\*Note: Since Russia's invasion of Ukraine, Euromonitor has paused in-country research in Russia and Belarus. Data for these countries have been built in-house using mixed methods. This research approach remains until the end of military invasion or till business resumes as normal*

### 21.2 CATEGORIES

#### Apparel

Childrenswear

Apparel Accessories

Apparel by Men's vs. Women's

Menswear

Womenswear

Apparel by Category

Nightwear

Outerwear

Jeans

Swimwear

Underwear

Hosiery

#### Footwear

Children's Footwear

Men's Footwear

Women's Footwear

#### Sportswear

### 21.3 STATISTICS

Retail value sales trends

- 2009-2028
- Retail selling price (RSP)

#### Retail volume sales trends

- 2009-2028

#### Company shares

- 2014-2023
- % share, actuals and rankings
- by global brand owner and local brand owner

#### Brand shares

- 2014-2023
- % share, actuals and rankings
- by umbrella, global and local brand name

#### Retail distribution patterns

- 2009-2023
- % share and actual

#### Value Segments (Mass, Mid and High)

- 2018-2023
- actual and % category value sales e.g. the 'mass segment' accounts for 10% footwear sales

## 22. LUXURY GOODS

*[THIS PREMIUM INDUSTRY CAN BE ADDED TO CATEGORY LEVEL]*

### 22.1 GEOGRAPHIC COVERAGE

**Western Europe:** France; Germany; Italy; Netherlands; Spain; Sweden; Turkey; United Kingdom; Switzerland

**Eastern Europe:** Poland; Russia, Romania, Ukraine

**North America:** Canada; USA

**Latin America:** Brazil; Mexico, Argentina

**Asia Pacific:** China; Hong Kong; India; Indonesia; Japan; Malaysia; Philippines, Singapore; South Korea; Taiwan, Thailand

**Australasia:** Australia

**Africa and Middle East:** South Africa; UAE

### 22.2 CATEGORIES

**Designer Apparel and Footwear (Ready-to-Wear)**

**Fine Wines / Champagne and Spirits**

**Luxury Cars**

**Luxury Eyewear**

**Luxury Foodservice**

**Luxury Hotel**

**Luxury Jewellery**

**Luxury Leather Goods**

**Luxury Wearable Electronics**

**Luxury Timepieces**

**Luxury Writing Instruments and Stationery**

**Super Premium Beauty and Personal Care**

### 22.3 STATISTICS

Retail value sales trends

- 2005-2029
- Retail selling price (rsp)

Retail volume sales trends

- 2005-2029

#### Company shares

- 2008-2023
- % share, actuals and rankings by global brand owner and local brand owner

#### Brand shares

- 2008-2023
- % share, actuals and rankings by global brand name and local brand name

#### Retail distribution patterns

- 2005-2024
- % share and actual

## 23. PERSONAL ACCESSORIES CATEGORY LEVEL DETAIL

### 23.1 GEOGRAPHIC COVERAGE

**Africa and Middle East:** South Africa; United Arab Emirates

**Asia Pacific:** China; India; Japan; Indonesia; Hong Kong; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand

**Australasia:** Australia

**Eastern Europe:** Poland; Romania; Russia\*; Ukraine

**Latin America:** Brazil; Mexico; Argentina

**North America:** USA; Canada

**Western Europe:** France; Germany; Italy; Netherlands; Spain; Sweden; United Kingdom; Switzerland; Turkey

*\*Note: Since Russia's invasion of Ukraine, Euromonitor has paused in-country research in Russia and Belarus. Data for these countries have been built in-house using mixed methods. This research approach remains until the end of military invasion or till business resumes as normal.*

### 23.2 CATEGORIES

**Bags and Luggage**

**Jewellery**

**Traditional and Connected Watches**

**Writing Instruments**

### 23.3 STATISTICS

Market size retail value sales

- 2009-2023 (current RSP terms)
- 2024-2028 (constant RSP terms)

Market size retail volume sales

- 2009-2028 ('000 units)

Company and brand share

- 2014-2023 (current RSP terms)

Retail channel distribution

- 2009-2023 percentage value

## Industries: Nicotine and Cannabis



## 24. CANNABIS

### 24.1 GEOGRAPHIC COVERAGE

**Western Europe:** Belgium; France; Germany; Greece; Italy; Netherlands; Portugal; Spain; Switzerland; UK

**Eastern Europe:** Czech Republic; Poland

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Chile; Colombia; Mexico

**Asia Pacific:** Japan; Thailand

**Australasia:** Australia

**Africa and Middle East:** Israel; South Africa

### 24.2 CATEGORIES

#### **Medical Cannabis**

Flower

Pre-roll

Vapour

Concentrates

Beverages

Edibles

Capsules

Tinctures & Sprays

Topicals

Other

#### **Adult-use Cannabis**

Flower

Pre-roll

Vapour

Concentrates

Beverages

Edibles

Capsules

Tinctures & Sprays

Topicals

Other

#### **CBD & Other Non-Intoxicating Cannabinoids**

Flower

Pre-roll

Vapour

Concentrates

Beverages

Edibles

Capsules

Tinctures & Sprays  
Topicals  
Other

## 24.3 STATISTICS

Retail value sales trends

- 2019-2028
- Retail volume sales trends
- 2019-2028
- Tonnes, litres, units

Illicit value sales trends

- 2019-2028

Retail distribution patterns

- 2019-2023
- broken out by distribution channel
- % and actual

Cannabinoid Content

- 2019-2023
- % and actual

Pricing

- Format (flower, pre-roll, etc)
- Brand name
- Company name
- CBD & Other Non-Intoxicating Cannabinoids content/ ratios
- THC content/ ratios
- Other cannabinoid content
- Pack type
- Price

Consumer Survey

- Consumer types
- Drivers of use
- Preferred format
- Average spend
- Adjacency use of TB/AD
- Prevalence
- Product perception
- Attitude to legislation

## 24.4 ANALYSIS

**Briefings:** Global and Regional Trends; Opinion

Includes: Global Key findings; Legalisation; Competitor Overview, Consumer Profiles, Branding

**Country Briefings:** Available for Belgium; France; Germany; Greece; Italy; Netherlands; Portugal; Spain; Switzerland; UK; Czech Rep; Poland; Israel; South Africa; Canada; US; Japan; Thailand; Australia; Argentina; Brazil; Chile; Colombia; Mexico

## 24.5 EXTRA DETAIL

National market analysis reports, which analyse the drivers underpinning data findings, also contain information on the following:

- Legislation (table)
- Cannabis taxation/ Hemp production (where available)
- Company/ Brand info

## 24.6 VOICE OF THE CONSUMER: CANNABIS SURVEY

The Cannabis system contains online consumer survey data from the Cannabis Survey. This survey was first fielded in September 2020 and is updated on an annual basis. We track consumption, usage and attitudes toward cannabis and CBD & Other Non-Intoxicating Cannabinoids products

### 24.6.1 GEOGRAPHIC COVERAGE

**Africa and Middle East:** Israel, South Africa

**Australasia:** Australia

**Asia Pacific:** Japan, Thailand

**Eastern Europe:** Czech Republic, Poland

**Latin America:** Argentina, Brazil, Chile, Colombia, Mexico

**North America:** Canada, USA

**Western Europe:** Belgium, France, Greece, Germany, Italy, Portugal, Netherlands, Spain, Switzerland, United Kingdom

### 24.6.2 QUESTION TOPICS

The Cannabis Survey contains unique sub-questions, relating to the following themes:

- Current Product Usage
- Format and Product Selection
- General Lifestyle Habits
- Hypothetical Product Usage
- Peer Product Usage
- Perceptions and Attitudes

### 24.6.3 SAMPLE AND STATISTICAL DATA DETAIL

All surveyed samples have 1,000 respondents per country and are representative of online consumers aged 18+ (or older if legal purchase age is higher) to 70+.

- Online panellists participating in the Cannabis Survey were pre-screened to ensure the sample was representative of each country under review for a) age and b) gender.
- Data was reviewed to ensure that only unique, complete responses to the questionnaires were used in analysis, that response times were appropriate for the number of questions provided and that repeat or illegible open responses were removed.

### 24.6.4 DEMOGRAPHIC DETAIL

All topics in the Cannabis Survey can be segmented by the following demographic indicators:

- Country
- Region
- Market Development
- Age Group

- Age by Decile
- Age by Generation
- Age in Detail
- Gender
- Income
- Household Members
- Parent Status
- Ages of Children
- Race and Ethnicity
- Size of City
- Home Ownership
- Employment Status
- Education Level

#### 24.6.5 STATISTICS

Data from the Cannabis Survey is accessible via visualisations via an online dashboard as well as Excel exports.

Survey responses are displayed in a variety of ways, from overall to country comparisons to demographic and other consumer type segmentations (e.g. drivers of use, preferred format, prevalence, product perception, etc). Users may customise the dashboard view to showcase the segments of their choice.

Respondent counts as well as percent responding to each answer option are shown for each sub-question.

On request, subscribers are also entitled to copies of the survey data in its original form: untabulated datasets in csv or SPSS format, with accompanying codebook.

The Cannabis Survey was launched in 2020 and has annual updates.

Cannabis Survey data in the dashboard and downloaded Excel reports is organized according to the following themes and sub-themes:

- Current Product Usage
  - Adult Use Cannabis
  - CBD & Other Non-Intoxicating Cannabinoids
- Format and Product Selection
  - Adult Use Cannabis
  - CBD & Other Non-Intoxicating Cannabinoids
  - Tobacco and Other Cannabinoids
- General Lifestyle Habits
  - Health Behaviours
- Hypothetical Product Usage
  - Adult Use Cannabis
  - CBD & Other Non-Intoxicating Cannabinoids
  - Medical Cannabis
- Peer Product Usage
  - Adult Use Cannabis
  - All Products – Peer Consumption
  - Cannabis for Medical Use
  - CBD & Other Non-Intoxicating Cannabinoids
- Perceptions and Attitudes
  - Attitudes to Use

- Distribution and Sales
- Legalisation and Decriminalisation
- Marketing and Advertising
- Perceptions of Safety
- Regulation and Taxation
- Substitutes and Complementary Products

## 25. TOBACCO CATEGORY LEVEL DETAIL

### 25.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay;

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Saudi Arabia; South Africa; Tanzania; Tunisia; United Arab Emirates

### 25.2 CATEGORIES

**Cigarettes**

**Cigars and Cigarillos**

**Smoking Tobacco**

**Smokeless Tobacco**

**E- Vapour Products**

**Heated Tobacco Products**

**Tobacco Free Oral Nicotine**

### 25.3 STATISTICS

Per capita expenditure and consumption trends

- by total population and number of smokers

Retail volume sales trends

- 2009-2028
- billions of sticks / tonnes as appropriate

Retail value sales trends

- 2009-2028
- retail selling price (rsp)

Illicit trade volume sales trends (cigarettes only)

- 2009-2028

Company shares

- 2014-2023
- % share and actual
- by global brand owner and local brand owner

Brand shares

- 2014-2023
- % share and actual
- by global brand name and local brand name

Retail distribution patterns

- 2009-2023
- % share and actual

Smoking prevalence

- 2009-2028
- % share and actual

Taxation

- 2009-2023

# Industries: Services



## 26. CONSUMER FINANCE CATEGORY LEVEL DETAIL

### 26.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Denmark; France; Germany; Greece; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Turkey; United Kingdom

**Eastern Europe:** Czech Republic; Hungary; Poland; Romania; Russia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Chile; Colombia; Mexico; Peru

**Asia Pacific:** China; Hong Kong-China; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand, Vietnam

**Australasia:** Australia

**Africa and Middle East:** Egypt; Israel; Morocco; Nigeria; Saudi Arabia; South Africa; UAE

### 26.2 CATEGORIES

#### Financial Cards and Payments

Financial Cards in Circulation

- ATM Cards

- Charge Cards

- Credit Cards

- Debit Cards

- Pre-Paid Cards

- Store Cards

#### Transactions

Total Cards Transactions

- ATM Transactions

- Card Payment Transactions

  - Charge Card Transactions

    - Personal vs Commercial

  - Credit Card Transactions

    - Personal vs Commercial

  - Debit Transactions

    - Personal vs Commercial

  - Pre-Paid Transactions

    - Open-loop

    - Closed-loop

  - Store Card Transactions

Consumer Payment Transactions

- Card, electronic direct / ACH, paper (Cash and other)

Commercial Payment Transactions

- Card, electronic direct / ACH, paper (Cash and other)

#### Mobile Payments

Mobile E-Commerce Payments

Mobile Commerce by location

- Mobile Proximity Payments

Mobile Remote Payments  
Mobile Commerce by industry  
Proximity vs remote  
Digital Wallet Ranking

### **Consumer Lending**

Consumer Credit  
Non-performing rate  
Other Personal Lending by Type  
Mainstream vs alternative financial service provider

Mortgages / Housing

## **26.3 STATISTICS**

Transaction value

- 2009-2028

Number of cards in circulation

- 2009-2028

## 27. CONSUMER FOODSERVICE CATEGORY LEVEL DETAIL

### 27.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Bulgaria; Czech Republic; Hungary; Poland; Romania; Slovakia

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Chile; Colombia; Mexico; Peru

**Asia Pacific:** China; Hong Kong, China; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Egypt; Israel; Morocco; Nigeria; Saudi Arabia; South Africa; United Arab Emirates

### 27.2 CATEGORIES

#### Consumer Foodservice by Type

Chained Consumer Foodservice

Independent Consumer Foodservice

Cafés / Bars

Full-Service Restaurants

Limited-Service Restaurants

Self-Service Cafeterias

Street Stalls / Kiosks

#### Consumer Foodservice by Location

Consumer Foodservice through Standalone

Consumer Foodservice through Leisure

Consumer Foodservice through Retail

Consumer Foodservice through Lodging

Consumer Foodservice through Travel

#### Consumer Foodservice by Fulfilment

Takeaway

Delivery

Drive-Through

Eat-In

### 27.3 MEASURES

Market size statistics

- Consumer foodservice value sales
  - 2009-2028
- Consumer foodservice units (# of outlets)
  - 2009-2028
- Consumer foodservice transactions

- 2009-2028

Company shares

- 2014-2023
- value sales, transactions, units

Brand shares

- 2014-2023
- value sales, transactions, units

Chained vs. independent

- 2009-2028

Eat-in vs. takeaway and to-go sales

- 2009-2028

Food vs. drink sales

- 2009-2028

Sales by location

- 2009-2028

## 28. MOBILITY CATEGORY LEVEL DETAIL

*[THIS PREMIUM INDUSTRY CAN BE ADDED TO CATEGORY LEVEL]*

### 28.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Bulgaria; Croatia; Czech Republic; Hungary; Poland; Romania; Russia; Slovakia; Ukraine; Greece

**North America:** Canada; USA

**Latin America:** Argentina; Brazil; Mexico

**Asia Pacific:** China; Hong Kong, China; India; Indonesia; Japan; Malaysia; Pakistan; Philippines; Singapore; South Korea; Taiwan; Thailand; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Egypt; Israel; Kenya; Morocco; Saudi Arabia; South Africa; United Arab Emirates

### Modelled Regional and World Totals

*\*We research Automotive in 197 markets and offer detailed segment- and GBO-level analysis for the above 56 countries.*

### 28.2 CATEGORIES

#### Vehicles in Use

Commercial Vehicles in Use

Passenger Cars in Use

Motorcycles and Mopeds in Use

#### Vehicle Production

Commercial Vehicle Production

Passenger Car Production

Motorcycles and Mopeds Production

#### Vehicle Registrations

Passenger Car Registrations

Diesel Car Registrations

Electric Car Registrations

Battery Electric Cars (BEV) Registrations

Plug-in Hybrid Electric Car (PHEV) Registrations

Hybrid Electric Car (HEV) Registrations

Commercial Vehicle Registrations

Motorcycles and Mopeds Registrations

#### Car Traffic Volume

## **Electric Charging Stations**

Electric Charging Stations: Normal  
Electric Charging Stations: Fast  
Electric Charging Stations: Ultra Fast  
Electric Charging Station Density

## **Average Age of Vehicles in Use**

## **Distances Travelled by Mode of Transport**

Kilometres Travelled by Air  
Kilometres Travelled by Rail  
Kilometres Travelled by Road  
Distances Flown on Scheduled Flights  
Average Annual Distance Travelled by Car

## **Fuel Prices**

Price per 10 Litres of Automotive Diesel  
Price per 10 Litres of Premium Unleaded Petrol

## **Light Vehicles Sales**

Passenger Cars  
Light Commercial Vehicles

## **Light Vehicles by Segment, GBO, Brand and Model**

Mini Cars  
Small Cars  
Medium Cars  
Large Cars  
Executive Cars  
Luxury Cars  
Sports Cars  
Small SUVs and Crossovers  
Compact SUVs and Crossovers  
Medium SUVs and Crossovers  
Large SUVs and Crossovers  
Mini Multi Purpose Cars  
Medium Multi Purpose Cars  
Full-size Multi Purpose Cars  
Pick-Ups  
Small Vans  
Medium Vans

## **Measures**

Country of Origin  
Premium vs. Mainstream

## **Light Vehicle Sales by Level of Autonomy (0-5), GBO, Brand and Model**

Light Vehicle Sales: Autonomy Level 0  
Light Vehicle Sales: Autonomy Level 1  
Light Vehicle Sales: Autonomy Level 2  
Light Vehicle Sales: Autonomy Level 3  
Light Vehicle Sales: Autonomy Level 4  
Light Vehicle Sales: Autonomy Level 5

## **Car Rental by Category, Channel, GBO and Brand**

Car Rental by Category:

Business Car Rental

Leisure Car Rental

Car Rental by Channel:

Car Rental Online

Car Rental Online Direct

Car Rental Online Intermediaries

Car Rental Offline

## **Shared Mobility by Segment, GBO and Brand**

Bike Sharing

Car Sharing

Ride Hailing

Ride Sharing

Scooter Sharing

## **28.3 STATISTICS**

Per capita and per household sales trends

- by total population and number of households

Retail volume sales trends

- 2010-2040
- Unit volumes

Company shares

- 2014-2023
- % share and actual volume
- by global brand owner

Brand shares

- 2014-2023
- % share and actual volume
- by brand

Model shares

- 2014-2023
- % share and actual volume
- by model

Vehicles in use, vehicle production, vehicle registrations

- 1977-2040
- Unit volumes split between passenger cars and commercial vehicles
- All geographies, not just the 56 countries covered in detail

Car traffic volume

- 1977-2023
- Distance travelled in car-kilometres
- All geographies, not just the 56 countries covered in detail

Distances travelled by mode of transport

- 1977-2023
- Kms travelled by air, rail and road

- Distance flown on scheduled flights
- Average annual distance travelled by car
- All geographies, not just the 56 countries covered in detail

#### Electric Charging Stations

- 1977-2023
- Number of charging stations split between fast and normal
- All geographies, not just the 56 countries covered in detail

#### Average Age of Vehicles in Use

- 1977-2023
- All geographies, not just the 56 countries covered in detail

#### Fuel prices

- 1977-2023
- Price for 10 litres; diesel and premium unleaded petrol
- All geographies, not just the 56 countries covered in detail
- 

## 28.4 VOICE OF THE CONSUMER: MOBILITY SURVEY

The Mobility System includes access to the Voice of the Consumer: Mobility Survey. This is a consumer tracking survey covering 37 key countries in 2023. These results will be updated on an annual basis.

### 28.4.1 Geographic Coverage

Africa and the Middle East: Egypt, Morocco, Saudi Arabia, South Africa, United Arab Emirates

Asia Pacific: China, Hong Kong (China), India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam

Australasia: Australia

Eastern Europe: Poland, Russia (not included in 2022, 2023), Romania

Latin America: Argentina, Brazil, Chile, Colombia, Mexico, Peru

North America: Canada, USA

Western Europe: Belgium, France, Germany, Italy, Netherlands, Spain, Sweden, Turkey, United Kingdom, Greece

### 28.4.2 Question Topics

The Voice of the Consumer: Mobility Survey contains unique sub-questions, relating to the following themes:

- Shopping and Spending
- Transportation and Commute
- Vehicle Ownership

### 28.4.3 Demographic Detail

All 100+ questions in the Voice of the Consumer: Mobility Survey can be segmented by the following demographic indicators:

- Country
- Region
- Market Development
- Age Group
- Age Group (Adults 18+ only)



- Age by Decile
- Age by Generation
- Age in Detail
- Gender
- Income
- Household Members
- Parent Status
- Ages of Children
- Race and Ethnicity
- Size of City
- Home Ownership
- Employment Status
- Education Level
- Smartphone Ownership

#### **VOICE OF THE CONSUMER: MOBILITY SURVEY STATISTICS:**

Data from the Voice of the Consumer: Mobility Survey is accessible via visualisations via an online dashboard as well as Excel exports.

Survey responses are displayed in a variety of ways, from overall to country comparisons to demographic and other consumer type segmentations. Users may customise the dashboard view to showcase the segments of their choice.

Respondent counts as well as percent responding to each answer option are shown for each sub-question.

On request, subscribers are also entitled to copies of the survey data in its original form: untabulated datasets in csv or SPSS format, with accompanying codebook.

The Voice of the Consumer: Mobility Survey is organised according to the following themes and topics in the online dashboard and Excel exports:

- Shopping and Spending
  - Car/automobile Shopping
    - Purchase: Channel – New car/automobile
    - Purchase: Channel – Second-hand/previously owned car/automobile
    - Purchase in the Past Year
    - Anticipated Purchase in Coming Year
  - Transportation Spending
    - Anticipated Future Spending
    - Average Spending
    - Purchases
- Transportation and Commute
  - Commute
    - Commuting Habits
    - Length of Commute
    - Typical Mode of Commute
    - Weekly Commute
  - Typical Habits
    - Frequency of Transportation
- Vehicle Ownership
  - Car Access
    - Automobile Ownership

- Driving License
  - Type of Automobile
- Home Parking
  - Desired Home Parking Features
- Vehicle Access
  - Type of Vehicle

## 28.5 ANALYSIS

Country Reports

Company Profiles

Strategy Briefings

Podcasts

Videocasts

## 29. TRAVEL CATEGORY LEVEL DETAIL

### 29.1 GEOGRAPHIC COVERAGE

#### 29.1.1 GEOGRAPHIES: MAJOR MARKETS

**Africa and Middle East:** Egypt; Israel; Kenya; Morocco; Saudi Arabia; South Africa; UAE

**Asia Pacific:** China; Hong Kong, China; India; Indonesia; Japan; Malaysia; Philippines; Singapore; South Korea; Taiwan; Thailand; Vietnam

**Australasia:** Australia; New Zealand

**Eastern Europe:** Bulgaria; Croatia; Czech Republic; Hungary; Poland; Romania; Slovakia; Slovenia,

**Latin America:** Argentina; Brazil; Chile; Colombia; Ecuador; Mexico; Peru

**North America:** Canada; USA

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

#### 29.1.2 GEOGRAPHIES: MARKET INSIGHTS

**Africa and Middle East:** Jordan; Kuwait; Lebanon; Mauritius; Mozambique; Nigeria; Oman; Qatar; Tanzania; Tunisia

**Asia Pacific:** Cambodia; Fiji; Kazakhstan; Laos; Macau; Maldives; Myanmar; Sri Lanka;

**Eastern Europe:** Estonia; Georgia; Latvia; Lithuania;

**Latin America:** Bolivia; Costa Rica; Dominican Republic; Guatemala; Jamaica; Panama, Uruguay

**Western Europe:** Iceland;

84 countries are available for category research including 54 major markets and 30 insight countries as listed above.

210 countries are available for inbound and outbound tourism flows data, including: Afghanistan; Albania; Algeria; American Samoa; Andorra, Angola; Anguilla; Antigua; Armenia; Aruba; Azerbaijan; Bahamas; Bahrain; Bangladesh; Barbados; Belize; Belarus; Benin; Bermuda; Bhutan; Bosnia-Herzegovina; British Virgin Islands; Brunei; Botswana; Burkina Faso; Burundi; Cameroon; Cape Verde; Cayman Islands; Chad; Central African Republic; Comoros; Côte d'Ivoire; Curaçao; Cyprus; Democratic Republic Congo; Djibouti; Dominica; Equatorial Guinea; El Salvador; Eritrea; Ethiopia; French Guiana; French Polynesia; Gabon; Gambia; Ghana; Gibraltar; Grenada; Guadeloupe; Guam; Guinea; Guinea-Bissau; Guyana; Haiti; Honduras; Iraq; Kiribati; Kosovo; Lesotho; Liberia; Liechtenstein; Libya; Luxembourg; Macedonia; Madagascar; Malawi; Mali; Malta; Martinique; Mauritania;

Moldova; Monaco; Mongolia; Montenegro; Namibia; Nauru; New Caledonia; Nepal; Nicaragua; Niger; North Korea; Papua New Guinea; Paraguay; Pakistan; Puerto Rico; Réunion; Rwanda Samoa; Sao Tomé e Príncipe; Senegal; Serbia; Seychelles; Sint Maarten; Sierra Leone; St Kitts; St Lucia; St Vincent and the Grenadines; Solomon Islands; Somalia; South Sudan; Sudan; Suriname; Swaziland; Syria; Tajikistan; Togo; Tonga; Trinidad and Tobago; Turkmenistan; Tuvalu; Uganda; US Virgin Islands; Uzbekistan; Vanuatu; Venezuela, Yemen; Zambia; Zimbabwe.

## 29.2 CATEGORIES

### **Tourism Flows**

- Domestic Trips

  - Domestic Spending

- Inbound Arrivals

  - Inbound Tourism Spending

- Outbound Departures

  - Outbound Tourism Spending

### **Travel Modes**

- Airlines

- Surface Travel Modes

  - Bus

  - Ferry

  - Rail

  - Other

### **Lodging**

- Hotels

- Short-term Rentals

- Other Lodging

### **In-Destination Spending**

  - Food and Dining

  - Attractions

  - Experiences

  - Shopping

  - Mobility

  - Wellness

  - Other

### **Booking**

  - Booking Offline

  - Booking Online

  - Leisure Travel

    - Air Travel

    - Car Rental

    - Cruise

    - Experiences and Attractions

    - Lodging (Source)

    - Packages

    - Surface Travel

    - Other Travel Products

  - Business Travel

    - Business Air Travel

Business Car Rental  
Business Lodging  
Business Other  
Mobile Travel  
Travel Intermediaries  
Direct Suppliers

## 29.3 STATISTICS

### 29.3.1 MAJOR MARKETS STATISTICS

#### Tourism Flows

- 2010-2029
- Inbound Arrivals\*
- Business Inbound
- MICE/Other Business Inbound
- Leisure Inbound
- VFR/Other Leisure Inbound
- Inbound Tourism by Mode of Transport
- Inbound Length of Stay
- Inbound Tourism Spending\*
- Inbound Business Tourism Spending
- Inbound Leisure Tourism Spending
- Inbound Tourism Spending by Category
- Inbound City Arrivals
- Outbound Departures\*
- Business Outbound
- MICE/Other Business Outbound
- Leisure Outbound
- VFR/Other Leisure Outbound
- Outbound Departures by Mode of Transport
- Outbound Tourism Spending\*
- Outbound Business Tourism Spending
- Outbound Leisure Tourism Spending
- Outbound Tourism Spending by Category
- Domestic Trips
- Domestic Trips by Mode of Transport
- Business Domestic Trips
- MICE/Other Domestic Business
- Leisure Domestic Trips
- VFR/Other Domestic Trips
- Domestic Trips by Destination
- Domestic Tourism Destination Leading Cities
- Domestic Business Spending
- Domestic Leisure Spending
- Leisure Domestic Trips by Mode of Transport
- Business Domestic Trips by Mode of Transport
- Domestic Spending
- Domestic Spending by Category

#### Travel Modes

- 2010-2029
- Airlines Sales

- Airlines Sales by Scheduled Airlines and Non-Scheduled Airlines
- Scheduled Airlines by Low Cost Carriers and Full Service Carriers
- Scheduled Airlines by Passenger Revenue and Ancillary Revenue
- Airlines Sales by Domestic Airlines and International Airlines
- Airlines Km Travelled
- Scheduled Airlines Aircraft Departures
- Distance Flown on Scheduled Flights
- Airlines Passengers Traffic by Low Cost Carriers and Full Service Carriers
- Online and Offline Sales
- Online Sales by Direct vs Intermediaries
- Offline Sales via Direct vs Intermediaries
- Leading Airports
- Airlines Company and Brand Shares
  - (2015-2024)
- Airlines Passengers Carried, Average Sales Per Passenger
  - (2015-2024)
- Surface Travel Modes Sales
- Surface Travel Modes Km Travelled
- Bus
- Ferry
- Rail Km Travelled
- Rail Sales
- Other Surface Travel Modes
- Surface Travel Modes Online and Offline Sales
- Surface Travel Modes by Direct vs Intermediaries
- Surface Travel Modes by Offline Sales via Direct vs Intermediaries
  - 2015-2024

#### Lodging

- 2010-2029
- Sales by Category
- Outlets by Category
- Hotels by Price Platform (Luxury Hotels, Upscale Hotels, Mid-Priced Hotels, Budget Hotels, Unrated Hotels)
- Short-Term Rentals Sales and Outlets
- Number of Listings for Short-Term Rentals
- Lodging and Hotels Rooms
- Lodging and Hotels Room Nights\*\*
- Lodging and Hotels Online and Offline Sales
- Online Sales by Direct Vs Intermediaries for Lodging, Hotels, Short-Term Rentals and Other Lodging
- Offline Sales by Direct vs Intermediaries for Lodging, Hotels, Short-Term Rentals and Other Lodging
- Hotel Company and Brand Shares
  - (2015-2024)
- Hotel Brand Outlets
  - (2015-2024)
- Short-Term Rentals Brand Shares
  - (2015-2024)

#### In-Destination Spending

- 2010-2029
- In-Destination Spending Sales by Category
- Attractions by Category
- Experiences by Category
- Shopping by Category
- Wellness by Category
- In-Destination Spending Visitors By Category
- In-Destination Spending Online And Offline Sales
- In-Destination Spending Online Sales By Direct Vs Intermediaries
- In-Destination Spending Offline Sales By Direct Vs Intermediaries

#### Booking

- 2010-2029
- Booking Sales by Category
- Booking Online and Offline Sales
- Mobile Travel
- Leisure Travel by Category
- Leisure Travel Online and Offline Sales
- Business Travel by Category
- Business Travel Online and Offline Sales
- Travel Intermediaries Online and Offline Sales
- Direct Suppliers Online and Offline Sales
- Travel Intermediaries Company and Brand Shares 2014-2023
- Travel Intermediaries % Online Sales and Shares 2014-2023

### 29.3.2 INSIGHTS STATISTICS

#### Flows

- 2010-2029

#### Inbound Arrivals

- Arrivals by Country of Origin
- Arrivals by Mode of Transport
- Arrivals by Purpose Of Visit
- City Arrivals
- Inbound Tourism Spending by Country of Origin and Purpose of Visit

#### Outbound Departures

##### Outbound Source Markets

- Outbound Departures by Destination
- Outbound Departures by Mode of Transport
- Outbound Departures by Purpose Of Visit
- Outbound Tourism Spending by Country of Origin and Purpose of Visit

#### Domestic Trips

- Leisure Domestic Trips by Mode of Transport
- Business Domestic Trips by Mode of Transport
- Domestic Spending

#### Travel Modes

- 2010-2029
- Value
- Online Sales

- Offline Sales

#### Airlines

- 2010-2029
- Value
- Online Sales
- Offline Sales

#### Surface Travel Modes

- Online Value Sales
- Offline Value Sales

#### Lodging

- 2010-2029
- Value
- Outlets
- Rooms and Room Nights\*\*
- Online Sales
- Offline Sales

#### Hotels

- 2010-2029
- Value, Outlets and Rooms
- Online Sales
- Offline Sales

#### Short-Term Rentals

- 2010-2029
- Value, Outlets, Number of Listings
- Online Sales
- Offline Sales

#### Other Lodging

- Online Value Sales
- Offline Value Sales

#### In-Destination Spending

- 2010-2029
- Value
- Online Sales
- Offline Sales

#### Booking

- 2010-2029
- Value
- Online Sales
- Offline Sales
- Travel Intermediaries

\* Datasets available for 210 countries and territories for tourism flows.



Industries: B2B

## 30. INDUSTRIAL

*[THIS PREMIUM INDUSTRY CAN BE ADDED TO CATEGORY LEVEL]*

### 30.1.1 GEOGRAPHIC COVERAGE

**World, Geographic and Economic Regions:** World, Asia Pacific, Australasia, Eastern Europe, Latin America, Middle East and Africa, North America, Western Europe, Europe, Middle East and North Africa, Sub-Saharan Africa, Americas, APEC, ASEAN, BRIC, EU, EuroZone, G8, GCC, Mercosur, NAFTA, OECD, G20, MINT, G7, EMEA, Developed Countries, Emerging and Developing Countries, Emerging and Developing Asia

**Tier 1 Countries:** Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, Mexico, Russia, Saudi Arabia, South Korea, Spain, Turkey, UK, USA.

**Tier 2 Countries:** Algeria, Angola, Argentina, Austria, Azerbaijan, Bangladesh, Belarus, Belgium, Bulgaria, Cambodia, Cameroon, Chile, Colombia, Costa Rica, Croatia, Cuba, Cyprus, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Estonia, Ethiopia, Finland, Georgia, Ghana, Greece, Hong Kong, Hungary, Iceland, Iran, Iraq, Ireland, Israel, Jordan, Kazakhstan, Kenya, Kuwait, Latvia, Lithuania, Luxembourg, Malaysia, Morocco, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Panama, Peru, Philippines, Poland, Portugal, Puerto Rico, Qatar, Romania, Singapore, Slovakia, Slovenia, South Africa, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Tunisia, Ukraine, United Arab Emirates, Uruguay, Uzbekistan, Vietnam

### 30.1.2 CATEGORIES: TIER 1 COUNTRIES

Industrial covers over 500 non-overlapping categories for each economy that cover the whole economy.

Agriculture (1 industry, 8 categories)  
Energy (6 industries, 5 categories)  
Utilities and Recycling (7 industries, 9 categories)  
Construction and Real Estate (2 industries, 5 categories)  
Food, Beverages and Tobacco (19 industries, 50 categories)  
Chemical Products (8 industries, 26 categories)  
Rubber and Plastic (2 industries, 7 categories)  
Metal Products (9 industries, 30 categories)  
Non-metallic Mineral Products (3 industries, 15 categories)  
Textile and Leather Products (12 industries, 29 categories)  
Forestry, Wood and Paper (5 industries, 15 categories)  
Pharmaceuticals and Medical Equipment (2 industries, 12 categories)  
Household Goods (7 industries, 28 categories)  
Machinery (16 industries, 51 categories)  
Hi-tech Goods (14 industries, 47 categories)  
Transport Equipment (5 industries, 16 categories)  
Hotels and Restaurants (2 industries, 7 categories)  
Retail and Wholesale (3 industries, 16 categories)  
Transport and Storage (7 industries, 18 categories)  
Information and Communication (11 industries, 22 categories)  
Finance and insurance (2 industries, 6 categories)  
Business Services (19 industries, 54 categories)  
Education (1 industry, 4 categories)  
Healthcare and Social Services (3 industries, 8 categories)

Government and Membership Organizations (2 industries, 6 categories)  
Personal Services (4 industries, 10 categories)  
Recreation, Entertainment and Arts (5 industries, 13 categories)

### 30.1.3 STATISTICS: TIER 1 COUNTRIES

Industry level statistics available for 18 tier 1 countries

1997-2023 (Production value1997-2030)

Core countries data is built off an input / output structure to allow for maximum flexibility when it comes to deconstructing and analysing supply chains. Each industry contains the following breakdown of buyer and supplier relationships and comparable figures such as Turnover, Total Market Size, Imports and Exports.

Statistics core countries at industry level

- Industry Growth / Performance
  - Market size
  - Production value
  - Production volume index 2015 = 100
  - Value added
  - Profit
  - Profit margin (%)
  - Number of employees
  - Average wages
- Role of Imports and Exports
  - Imports CIF
  - Top 10 Importing Countries
  - Imported products in total market (%)
  - Exports FOB
  - Top 10 Exporting Countries
  - Exported products in total product output (%)
- Competitive Environment
  - Number of enterprises
  - Number of companies by employment size
  - Production by employment size
  - Top 5 Producing companies
- Buyers
  - Market Size segmented by Buyers
  - Household Expenditure
  - Government Expenditure
  - Investments
  - B2B expenditures
- Suppliers
  - Cost structure segmented by Suppliers
  - Labour costs
  - Taxes
  - B2B costs
- Digital Business (available for 27 industries)
  - Business receiving orders online of total business
  - Business placing orders online of total business
  - Business revenue from e-commerce of total business turnover
- Future Outlook
  - Turnover by industry forecast

Category level statistics available for 18 tier 1 countries

Market size

Turnover/production value (with forecasts)

Imports CIF

Top 10 Import partners

Exports FOB

Top 10 Export partners

#### **30.1.4 CATEGORIES: TIER 2 COUNTRIES**

Industrial covers over 177 non-overlapping industries for each economy that cover the whole economy

Agriculture (1 industry)

Energy (6 industries)

Utilities and Recycling (7 industries)

Construction and Real Estate (2 industries)

Food, Beverages and Tobacco (19 industries)

Chemical Products (8 industries)

Rubber and Plastic (2 industries)

Metal Products (9 industries)

Non-metallic Mineral Products (3 industries)

Textile and Leather Products (12 industries)

Forestry, Wood and Paper (5 industries)

Pharmaceuticals and Medical Equipment (2 industries)

Household Goods (7 industries)

Machinery (16 industries)

Hi-tech Goods (14 industries)

Transport Equipment (5 industries)

Hotels and Restaurants (2 industries)

Retail and Wholesale (3 industries)

Transport and Storage (7 industries)

Information and Communication (11 industries)

Finance and insurance (2 industries)

Business Services (19 industries)

Education (1 industry)

Healthcare and Social Services (3 industries)

Government and Membership Organizations (2 industries)

Personal Services (4 industries)

Recreation, Entertainment and Arts (5 industries)

#### **30.1.5 STATISTICS: TIER 2 COUNTRIES**

Market size

Turnover/production value (with forecasts)

Imports CIF

Top 10 Import partners

Exports FOB

Top 10 Export partners

### 30.1.6 EXTRA DETAIL

#### Buyers and Suppliers

- Through an exhaustive sourcing process and sophisticated modelling techniques, each industry is matched with 177 buying and supplying industries and details regarding the size of the relationship (value) and respective bargaining power. Detailed Buyers and Suppliers data is available for nine countries: Brazil, China, France, Germany, India, Japan, Russia, UK and USA.

## 31. INGREDIENTS

*[THIS PREMIUM INDUSTRY CAN BE ADDED TO CATEGORY LEVEL]*

### 31.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; Guatemala; Mexico; Peru; Uruguay

**Asia Pacific:** Azerbaijan; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Malaysia; Pakistan; Philippines; Singapore; South Korea; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Cameroon; Egypt; Israel; Kenya; Morocco; Nigeria; Qatar; Saudi Arabia; South Africa; Tunisia; Uganda; United Arab Emirates

### 31.2 CATEGORIES

**Abrasives / Inorganics**

**Acidulants**

**Antifoams**

**Antifungals**

**Antimicrobials**

**Antiperspirants**

**Bleach Precursors**

**Bleaching Agents**

**Botanicals**

**Carotenoids**

**Cocoa Liquor**

**Cocoa Powder**

**Colours**

**Conditioning Agents (Skin, Hair, Fabric)**

**Cultures**

**Emollients**

**Emulsifiers and Co-Emulsifiers**

**Enzyme Stabilisers**

**Enzymes**

**Fats and Oils**

**Flavours**

**Flavour Enhancers**

**Flours**

**Fluorescers**

**Fragrances**

**Humectants**

**Insect Repellents**

**Insecticides**

**Lacquers**

**Milk**

**Minerals**

**Modified Flour**

**pH Control / Salts**

**Polysaccharides and Oligosaccharides**

**Phytoestrogens**

**Preservatives / Antioxidants**

**Propellants**

**Proteins**

**Raising Agents**

**Reducing Agents**

**Skin Benefit Agents**

**Skin Lighteners**

**Skin Tanning Agents**

**Solvents**

**Sunscreens**

**Surfactant Cleansers and Adjuvants**

**Sweeteners**

**Synthetic Polymers, Homopolymers and Copolymers**

**Thickeners / Structurants**

**Tooth Care**

**Vitamins and Derivatives**

**Water Softeners / Chelators**

**Miscellaneous Ingredients**

**Commodities**

### **31.3 STATISTICS**

Volume sales trends

- 2010-2029
- Retail and foodservice / on-trade data for all food and beverages categories in ingredient market sizes
- Total volume data for all categories in ingredient market sizes
- Ingredients by product data



## 32. PACKAGING CATEGORY LEVEL DETAIL

### 32.1 GEOGRAPHIC COVERAGE

**Africa and Middle East:** Egypt; Israel; Morocco; Saudi Arabia\*; South Africa\*; United Arab Emirates\*

**Asia Pacific:** China\*; Hong Kong, China\*; India\*; Indonesia\*; Japan\*; Malaysia\*; Philippines\*; Singapore\*; South Korea\*; Taiwan; Thailand\*; Vietnam\*

**Australasia:** Australia\*; New Zealand

**Eastern Europe:** Bulgaria; Czech Republic; Hungary; Poland\*; Romania\*; Russia\*; Slovakia; Ukraine\*

**North and Latin America:** Argentina\*; Brazil\*; Canada\*; Chile; Colombia\*; Mexico\*; Peru; US\*;

**Western Europe:** Austria; Belgium; Denmark; Finland; France\*; Germany\*; Greece; Ireland; Italy\*; Netherlands\*; Norway; Portugal; Spain\*; Sweden\*; Switzerland\*; Turkey\*; UK\*

*\*Individually researched packaging markets*

Packaging draws on in-depth packaging industry research and analysis in 34 national markets (all those marked with an asterisk above), along with centralised research and analysis for 19 additional countries. The end product markets in all 53 of these countries are individually researched, providing the highly detailed product sales data on which packaging mix trends are based.

All pack types and sizes of end products in each of the 34 countries are researched.

### 32.2 CATEGORIES

#### **Beauty and Personal Care Packaging**

Baby and Child-Specific Products Packaging  
Bath and Shower Packaging  
Colour Cosmetics Packaging  
Deodorants Packaging  
Depilatories Packaging  
Fragrances Packaging  
Hair Care Packaging  
Men's Grooming Packaging  
Oral Care Packaging  
Skin Care Packaging  
Sun Care Packaging

#### **Beverages Packaging**

Alcoholic Drinks Packaging  
Hot Drinks Packaging  
Soft Drinks Packaging

#### **Dog and Cat Food Packaging**

Cat Food  
Dog Food

## **Food Packaging**

Baby Food Packaging  
Baked Goods Packaging  
Breakfast Cereals Packaging  
Confectionery Packaging  
Dairy Packaging  
Edible Oils Packaging  
Ice Cream and Frozen Desserts Packaging  
Processed Fruit and Vegetables Packaging  
Processed Meat and Seafood Packaging  
Ready Meals Packaging  
Rice, Pasta and Noodles Packaging  
Sauces, Dressings and Condiments Packaging  
Savoury Snacks Packaging  
Soup Packaging  
Sweet Spreads Packaging  
Sweet Biscuits, Snack Bars and Fruit Snacks Packaging

## **Home Care Packaging**

Air Care  
Bleach  
Dishwashing  
Home Insecticides  
Laundry Care  
Polishes  
Surface Care  
Toilet Care

## **32.3 STATISTICS**

### Retail packaging volume sales trends

- 2009-2028
- alcoholic drinks packaging; beauty and personal care packaging; dog and cat food packaging\*; food packaging; home care packaging; hot drinks packaging; soft drinks packaging;
- packaging unit volumes and product filled volumes by pack type
- by packaging class (ie primary, secondary)
- by pack size, and by pack size band
- metric measures and imperial as relevant

### Foodservice packaging volume sales trends

- 2009-2028
- alcoholic drinks packaging; beauty and personal care packaging; dog and cat food packaging\*; food packaging; home care packaging; hot drinks packaging; soft drinks packaging;
- packaging unit volumes and product filled volumes by pack type
- by packaging class (ie primary, secondary)
- by pack size, and by pack size band
- metric measures and imperial as relevant

### Closure volume sales trends

- 2008-2027

- alcoholic drinks packaging; beauty and personal care packaging; dog and cat food packaging; food packaging; home care packaging; hot drinks packaging; soft drinks packaging;
- packaging unit volumes and product filled volumes by pack type
- by packaging class (ie primary, secondary)
- by pack size, and by pack size band
- metric measures and imperial as relevant

#### Retail multipack volume sales trends

- 2009-2028
- alcoholic drinks packaging; dairy packaging; soft drinks packaging
- multipack unit and case volumes by multipack type and multipack size, by pack type

#### Returnables volumes

- Retail / off-trade and foodservice / on-trade data for returnable glass bottles and PET bottles
- 2009-2028
- alcoholic drinks packaging; soft drinks packaging
- share of returnable versus non-returnable packaging, unit volumes

# Economies

## 33. BUSINESS DYNAMICS CATEGORY LEVEL DETAIL

### 33.1 GEOGRAPHIC COVERAGE

Global: 210 countries

**Asia Pacific:** Afghanistan; American Samoa; Armenia; Azerbaijan; Bangladesh; Bhutan; Brunei Darussalam; Cambodia; China; Fiji; French Polynesia; Guam; Hong Kong; China; India; Indonesia; Japan; Kazakhstan; Kiribati; Kyrgyzstan; Laos; Macau, China; Malaysia; Maldives; Mongolia; Myanmar; Nauru; Nepal; New Caledonia; North Korea; Pakistan; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; South Korea; Sri Lanka; Taiwan; Tajikistan; Thailand; Tonga; Turkmenistan; Tuvalu; Uzbekistan; Vanuatu; Vietnam

**Australasia:** Australia; New Zealand

**Eastern Europe:** Albania; Belarus; Bosnia and Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Kosovo; Latvia; Lithuania; Moldova; Montenegro; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**Latin America:** Anguilla; Antigua and Barbuda; Argentina; Aruba; Bahamas; Barbados; Belize; Bermuda; Bolivia; Brazil; British Virgin Islands; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Curacao; Dominica; Dominican Republic; Ecuador; El Salvador; French Guiana; Grenada; Guadeloupe; Guatemala; Guyana; Haiti; Honduras; Jamaica; Martinique; Mexico; Nicaragua; Panama; Paraguay; Peru; Puerto Rico; St Kitts and Nevis; St Lucia; St Vincent and the Grenadines; Sint Maarten; Suriname; Trinidad and Tobago; Uruguay; US Virgin Islands; Venezuela

**Middle East and Africa:** Algeria; Angola; Bahrain; Benin; Botswana; Burkina Faso; Burundi; Cabo Verde; Cameroon; Central African Republic; Chad; Comoros; Congo, Democratic Republic; Congo-Brazzaville; Côte d'Ivoire; Djibouti; Egypt; Equatorial Guinea; Eritrea; Eswatini; Ethiopia; Gabon; Gambia; Ghana; Guinea; Guinea-Bissau; Iran; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Lesotho; Liberia; Libya; Madagascar; Malawi; Mali; Mauritania; Mauritius; Morocco; Mozambique; Namibia; Niger; Nigeria; Oman; Qatar; Réunion; Rwanda; Sao Tomé e Príncipe; Saudi Arabia; Senegal; Seychelles; Sierra Leone; Somalia; South Africa; South Sudan; Sudan; Syria; Tanzania; Togo; Tunisia; Uganda; United Arab Emirates; Yemen; Zambia; Zimbabwe

**North America:** Canada; USA

**Western Europe:** Andorra; Austria; Belgium; Cyprus; Denmark; Finland; France; Germany; Gibraltar; Greece; Iceland; Ireland; Italy; Liechtenstein; Luxembourg; Malta; Monaco; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

### 33.2 CATEGORIES

**Access to Finance**

**Cinema**

**Communications**

**Corruption**

**Crime**

**Digital Landscape**

**Economic Freedom**

**Education and Skills**

**Freedom in the World Index**

**World Competitiveness**

**Global Peace Index**

**Global Peace Ranking**

**Global Terrorism Index**

**Global Terrorism Ranking**

**Government Stability**

**Health Care Resources**

**Human Capital**

**Human Development Index**

**Labour**

**New Businesses Registered**

**R&D and Patents**

**Tax Rates**

**Transport**

## **33.3 STATISTICS**

64 year's time series: 1977-2040

Monthly and quarterly key economic data

## 34. CITIES CATEGORY LEVEL DETAIL

### 34.1 GEOGRAPHIC COVERAGE

Global: 1219 cities in 101 countries

**Africa (100 cities):** Algeria (9 cities), Angola (4 cities), Cameroon (7 cities), Cote d'Ivoire (6 cities), Egypt (8 cities), Ethiopia (7 cities), Ghana (4 cities), Kenya (5 cities), Morocco (10 cities), Nigeria (10 cities), South Africa (12 cities), Tanzania (6 cities), Tunisia (7 cities), Uganda (5 cities).

**Asia Pacific (240 cities):** Azerbaijan (2 cities), Bangladesh (4 cities), Cambodia (3 cities), China (61 cities), India (41 cities), Indonesia (16 cities), Japan (14 cities), Kazakhstan (10 cities), Laos (3 cities), Malaysia (10 cities), Myanmar (7 cities), Pakistan (9 cities), Philippines (7 cities), South Korea (11 cities), Sri Lanka (1 city), Taiwan (7 cities), Thailand (13 cities), Turkmenistan (2 cities), Uzbekistan (8 cities), Vietnam (11 cities).

**Australasia (17 cities):** Australia (10 cities), New Zealand (7 cities).

**Eastern Europe (124 cities):** Belarus (8 cities), Bosnia and Herzegovina (2 cities), Bulgaria (7 cities), Croatia (3 cities), Czech Republic (5 cities), Estonia (2 cities), Georgia (4 cities), Hungary (9 cities), Latvia (3 cities), Lithuania (5 cities), North Macedonia (2 cities), Poland (15 cities), Romania (10 cities), Russia (26 cities), Serbia (5 cities), Slovakia (6 cities), Slovenia (2 cities), Ukraine (10 cities).

**Latin America (133 cities):** Argentina (14 cities), Bolivia (7 cities), Brazil (26 cities), Chile (8 cities), Colombia (10 cities), Costa Rica (1 cities), Dominican Republic (7 cities), Ecuador (9 cities), El Salvador (1 city), Guatemala (4 cities), Honduras (4 cities), Mexico (11 cities), Panama (2 cities), Paraguay (3 cities), Peru (12 cities), Uruguay (3 cities), Venezuela (11 cities).

**Middle East (46 cities):** Bahrain (1 cities), Iran (8 cities), Iraq (7 cities), Israel (4 cities), Jordan (3 cities), Kuwait (1 city), Lebanon (2 cities), Oman (1 city), Qatar (1 city), Saudi Arabia (13 cities), United Arab Emirates (5 cities).

**North America (370 cities):** Canada (20 cities), USA (350 cities).

**Western Europe (189 cities):** Austria (6 cities), Belgium (8 cities), Denmark (5 cities), Finland (8 cities), France (25 cities), Germany (25 cities), Greece (4 cities), Ireland (4 cities), Italy (17 cities), Netherlands (10 cities), Norway (6 cities), Portugal (5 cities), Spain (15 cities), Sweden (10 cities), Switzerland (7 cities), Turkey (16 cities), United Kingdom (18 cities).

### 34.2 CATEGORIES

**Population**

**Households**

**Digital Consumer**

**Disposable Income**

**Households by Disposable Income Band**

**Household Disposable Income Deciles**

**Gini Index**

**Consumer Expenditure**

**Index of Consumer Prices**

**Economy**

**Labour**

**Transport**

**Air Pollution of Cities**

**Climate**

### **34.3 STATISTICS**

36-year's time series: 2005-2040

### **34.4 EXTRA DETAIL**

Cities Income Distribution Model

- Ascertain disposable income distribution of households
- Flexibly analyse the income resources of households
- Assess the impact of hypothetical macroeconomic scenarios on cities' income distribution



## 35. COMMODITIES CATEGORY LEVEL DETAIL

### 35.1 GEOGRAPHIC COVERAGE

Global: 210 countries

**Asia Pacific:** Afghanistan; American Samoa; Armenia; Azerbaijan; Bangladesh; Bhutan; Brunei Darussalam; Cambodia; China; Fiji; French Polynesia; Guam; Hong Kong; China; India; Indonesia; Japan; Kazakhstan; Kiribati; Kyrgyzstan; Laos; Macau, China; Malaysia; Maldives; Mongolia; Myanmar; Nauru; Nepal; New Caledonia; North Korea; Pakistan; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; South Korea; Sri Lanka; Taiwan; Tajikistan; Thailand; Tonga; Turkmenistan; Tuvalu; Uzbekistan; Vanuatu; Vietnam

**Australasia:** Australia; New Zealand

**Eastern Europe:** Albania; Belarus; Bosnia and Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Kosovo; Latvia; Lithuania; Moldova; Montenegro; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**Latin America:** Anguilla; Antigua and Barbuda; Argentina; Aruba; Bahamas; Barbados; Belize; Bermuda; Bolivia; Brazil; British Virgin Islands; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Curacao; Dominica; Dominican Republic; Ecuador; El Salvador; French Guiana; Grenada; Guadeloupe; Guatemala; Guyana; Haiti; Honduras; Jamaica; Martinique; Mexico; Nicaragua; Panama; Paraguay; Peru; Puerto Rico; St Kitts and Nevis; St Lucia; St Vincent and the Grenadines; Sint Maarten; Suriname; Trinidad and Tobago; Uruguay; US Virgin Islands; Venezuela

**Middle East and Africa:** Algeria; Angola; Bahrain; Benin; Botswana; Burkina Faso; Burundi; Cabo Verde; Cameroon; Central African Republic; Chad; Comoros; Congo, Democratic Republic; Congo-Brazzaville; Côte d'Ivoire; Djibouti; Egypt; Equatorial Guinea; Eritrea; Eswatini; Ethiopia; Gabon; Gambia; Ghana; Guinea; Guinea-Bissau; Iran; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Lesotho; Liberia; Libya; Madagascar; Malawi; Mali; Mauritania; Mauritius; Morocco; Mozambique; Namibia; Niger; Nigeria; Oman; Qatar; Réunion; Rwanda; Sao Tomé e Príncipe; Saudi Arabia; Senegal; Seychelles; Sierra Leone; Somalia; South Africa; South Sudan; Sudan; Syria; Tanzania; Togo; Tunisia; Uganda; United Arab Emirates; Yemen; Zambia; Zimbabwe

**North America:** Canada; USA

**Western Europe:** Andorra; Austria; Belgium; Cyprus; Denmark; Finland; France; Germany; Gibraltar; Greece; Iceland; Ireland; Italy; Liechtenstein; Luxembourg; Malta; Monaco; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

### 35.2 CATEGORIES

**Agriculture**

**Biodiversity**

**Climate**

**Commodity Prices**

**Energy**

**Environmental Sustainability Index**

**Environmental Sustainability Index Ranking**

**Material Resources**

**Mining of Metals and Minerals**

**Natural Disasters**

**Natural Resources Rents**

**Pollution**

**Waste**

**Water**

### **35.3 STATISTICS**

64 year's time series: 1977-2040

Monthly and quarterly commodity price and climate data

### **35.4 EXTRA DETAIL**

Sustainability Dashboard

- Data visualisation tool, this lets clients instantly visualise data on the sustainability page in a map format with at a glance growth statistics. This can be exported into PowerPoint or PDF format for use in clients' presentations.

Commodity Price Model

- This interactive tool provides forecasts of energy, metals, food, agriculture and beverage prices by simulating a range of scenarios.

## 36. ECONOMY, FINANCE AND TRADE CATEGORY

### LEVEL DETAIL

#### 36.1 GEOGRAPHIC COVERAGE

Global: 210 countries

**Asia Pacific:** Afghanistan; American Samoa; Armenia; Azerbaijan; Bangladesh; Bhutan; Brunei Darussalam; Cambodia; China; Fiji; French Polynesia; Guam; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Kiribati; Kyrgyzstan; Laos; Macau, China; Malaysia; Maldives; Mongolia; Myanmar; Nauru; Nepal; New Caledonia; North Korea; Pakistan; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; South Korea; Sri Lanka; Taiwan; Tajikistan; Thailand; Tonga; Turkmenistan; Tuvalu; Uzbekistan; Vanuatu; Vietnam

**Australasia:** Australia; New Zealand

**Eastern Europe:** Albania; Belarus; Bosnia and Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Kosovo; Latvia; Lithuania; Moldova; Montenegro; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**Latin America:** Anguilla; Antigua and Barbuda; Argentina; Aruba; Bahamas; Barbados; Belize; Bermuda; Bolivia; Brazil; British Virgin Islands; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Curacao; Dominica; Dominican Republic; Ecuador; El Salvador; French Guiana; Grenada; Guadeloupe; Guatemala; Guyana; Haiti; Honduras; Jamaica; Martinique; Mexico; Nicaragua; Panama; Paraguay; Peru; Puerto Rico; Sint Maarten; St Kitts and Nevis; St Lucia; St Vincent and the Grenadines; Suriname; Trinidad and Tobago; Uruguay; US Virgin Islands; Venezuela

**Middle East and Africa:** Algeria; Angola; Bahrain; Benin; Botswana; Burkina Faso; Burundi; Cabo Verde; Cameroon; Central African Republic; Chad; Comoros; Congo, Democratic Republic; Congo-Brazzaville; Côte d'Ivoire; Djibouti; Egypt; Equatorial Guinea; Eritrea; Eswatini; Ethiopia; Gabon; Gambia; Ghana; Guinea; Guinea-Bissau; Iran; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Lesotho; Liberia; Libya; Madagascar; Malawi; Mali; Mauritania; Mauritius; Morocco; Mozambique; Namibia; Niger; Nigeria; Oman; Qatar; Réunion; Rwanda; Sao Tomé e Príncipe; Saudi Arabia; Senegal; Seychelles; Sierra Leone; Somalia; South Africa; South Sudan; Sudan; Syria; Tanzania; Togo; Tunisia; Uganda; United Arab Emirates; Yemen; Zambia; Zimbabwe

**North America:** Canada; USA

**Western Europe:** Andorra; Austria; Belgium; Cyprus; Denmark; Finland; France; Germany; Gibraltar; Greece; Iceland; Ireland; Italy; Liechtenstein; Luxembourg; Malta; Monaco; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

#### 36.2 CATEGORIES

**Balance of Payments**

**Confidence Indicators**

**Exchange and Interest Rates**

**External Debt**

**External Debt as a % of GDP**

**Foreign Direct Investment (FDI)**

**Foreign Trade**

**GDP**

**Government Finance**

**Gross National Income (GNI)**

**Industrial Production Index**

**Inflation**

**Money Supply**

**Net Capital Stock**

**Non-residential Construction**

**Producer Price Index, Manufacturing**

**Productivity**

**Retail Sales**

## **36.3 STATISTICS**

64-year's time series: 1977-2040

Annual, quarterly and monthly data

## **36.4 EXTRA DETAIL**

Economy, Finance and Trade Dashboard

- The Economy, Finance and Trade dashboard is an interactive tool that enables the creation of instant maps, bar charts and scatter plots in order to visualise data with ease and make cross-country and regional comparisons. The dashboard includes download and export functionality.

Macro Model

- Our Macro Model provides forecasts of GDP, inflation, interest rates and unemployment for the world's major economies. The model measures spillover effects and provides alternative "what-if" scenarios.

Economic Barometer

- The Economic Barometer is an interactive dashboard that provides an overview of the latest monthly and quarterly macro-economic data in a single, easy-to-use location. It enables quick identification of the

strongest and weakest economies and the latest positive and negative changes.

# Consumers

## 37. HOUSEHOLDS CATEGORY LEVEL DETAIL

### 37.1 GEOGRAPHIC COVERAGE

Global: 210 countries (103 core countries for majority of categories)

1127 sub-national regions

**Asia Pacific:** Afghanistan; American Samoa; Armenia; Azerbaijan; Bangladesh; Bhutan; Brunei Darussalam; Cambodia; China; Fiji; French Polynesia; Guam; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Kiribati; Kyrgyzstan; Laos; Macau, China; Malaysia; Maldives; Mongolia; Myanmar; Nauru; Nepal; New Caledonia; North Korea; Pakistan; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; South Korea; Sri Lanka; Taiwan; Tajikistan; Thailand; Tonga; Turkmenistan; Tuvalu; Uzbekistan; Vanuatu; Vietnam

**Australasia:** Australia; New Zealand

**Eastern Europe:** Albania; Belarus; Bosnia and Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Kosovo; Latvia; Lithuania; Moldova; Montenegro; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**Latin America:** Anguilla; Antigua and Barbuda; Argentina; Aruba; Bahamas; Barbados; Belize; Bermuda; Bolivia; Brazil; British Virgin Islands; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Curacao; Dominica; Dominican Republic; Ecuador; El Salvador; French Guiana; Grenada; Guadeloupe; Guatemala; Guyana; Haiti; Honduras; Jamaica; Martinique; Mexico; Nicaragua; Panama; Paraguay; Peru; Puerto Rico; St Kitts and Nevis; St Lucia; St Vincent and the Grenadines; Sint Maarten; Suriname; Trinidad and Tobago; Uruguay; US Virgin Islands; Venezuela

**Middle East and Africa:** Algeria; Angola; Bahrain; Benin; Botswana; Burkina Faso; Burundi; Cabo Verde; Cameroon; Central African Republic; Chad; Comoros; Congo, Democratic Republic; Congo-Brazzaville; Côte d'Ivoire; Djibouti; Egypt; Equatorial Guinea; Eritrea; Eswatini; Ethiopia; Gabon; Gambia; Ghana; Guinea; Guinea-Bissau; Iran; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Lesotho; Liberia; Libya; Madagascar; Malawi; Mali; Mauritania; Mauritius; Morocco; Mozambique; Namibia; Niger; Nigeria; Oman; Qatar; Réunion; Rwanda; Sao Tomé e Príncipe; Saudi Arabia; Senegal; Seychelles; Sierra Leone; Somalia; South Africa; South Sudan; Sudan; Syria; Tanzania; Togo; Tunisia; Uganda; United Arab Emirates; Yemen; Zambia; Zimbabwe

**North America:** Canada; USA

**Western Europe:** Andorra; Austria; Belgium; Cyprus; Denmark; Finland; France; Germany; Gibraltar; Greece; Iceland; Ireland; Italy; Liechtenstein; Luxembourg; Malta; Monaco; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

### 37.2 CATEGORIES

**Average Household Size**

**Number of Households**

**Households by Number of Persons**

**Households by Number of Rooms**

**Households by Age of Head of Household**

**Households by Education of Head of Household**

**Households by Sex of Head of Household**

**Households by Economic Status of Head of Household**

**Households by Type**

**Households by Number of Children**

**Households by Urban / Rural Location**

**Households by Tenure**

**Households by Type of Dwelling**

**Households by Size of Dwelling**

**Households by Construction Material of Outer Walls**

**House Prices**

**Housing Stock**

**Household Facilities**

**Possession of Digital Devices**

**Possession of Household Durables**

## **37.3 STATISTICS**

64 year's time series: 1977-2040

Household Ownership of Durable Goods and Digital Devices by:

- Age of Head of Household
- Economic Status of Head of Household
- Income Decile
- Number of Household Members
- Tenure
- Type of Household
- Region



## 38. INCOME AND EXPENDITURE CATEGORY LEVEL DETAIL

### 38.1 GEOGRAPHIC COVERAGE

Global: 210 countries (103 core countries for majority of categories)

1127 sub-national regions

**Asia Pacific:** Afghanistan; American Samoa; Armenia; Azerbaijan; Bangladesh; Bhutan; Brunei Darussalam; Cambodia; China; Fiji; French Polynesia; Guam; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Kiribati; Kyrgyzstan; Laos; Macau, China; Malaysia; Maldives; Mongolia; Myanmar; Nauru; Nepal; New Caledonia; North Korea; Pakistan; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; South Korea; Sri Lanka; Taiwan; Tajikistan; Thailand; Tonga; Turkmenistan; Tuvalu; Uzbekistan; Vanuatu; Vietnam

**Australasia:** Australia; New Zealand

**Eastern Europe:** Albania; Belarus; Bosnia and Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Kosovo; Latvia; Lithuania; Moldova; Montenegro; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**Latin America:** Anguilla; Antigua and Barbuda; Argentina; Aruba; Bahamas; Barbados; Belize; Bermuda; Bolivia; Brazil; British Virgin Islands; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Curacao; Dominica; Dominican Republic; Ecuador; El Salvador; French Guiana; Grenada; Guadeloupe; Guatemala; Guyana; Haiti; Honduras; Jamaica; Martinique; Mexico; Nicaragua; Panama; Paraguay; Peru; Puerto Rico; St Kitts and Nevis; St Lucia; St Vincent and the Grenadines; Sint Maarten; Suriname; Trinidad and Tobago; Uruguay; US Virgin Islands; Venezuela

**Middle East and Africa:** Algeria; Angola; Bahrain; Benin; Botswana; Burkina Faso; Burundi; Cameroon; Cabo Verde; Central African Republic; Chad; Comoros; Congo, Democratic Republic; Congo-Brazzaville; Côte d'Ivoire; Djibouti; Egypt; Equatorial Guinea; Eritrea; Eswatini; Ethiopia; Gabon; Gambia; Ghana; Guinea; Guinea-Bissau; Iran; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Lesotho; Liberia; Libya; Madagascar; Malawi; Mali; Mauritania; Mauritius; Morocco; Mozambique; Namibia; Niger; Nigeria; Oman; Qatar; Réunion; Rwanda; Sao Tomé e Príncipe; Saudi Arabia; Senegal; Seychelles; Sierra Leone; Somalia; South Africa; South Sudan; Sudan; Syria; Tanzania; Togo; Tunisia; Uganda; United Arab Emirates; Yemen; Zambia; Zimbabwe

**North America:** Canada; USA

**Western Europe:** Andorra; Austria; Belgium; Cyprus; Denmark; Finland; France; Germany; Gibraltar; Greece; Iceland; Ireland; Italy; Liechtenstein; Luxembourg; Malta; Monaco; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

## **38.2 CATEGORIES**

### **Consumer Expenditure**

#### **Consumer Expenditure by Category**

#### **Consumer Expenditure as a % of GDP**

#### **Consumer Expenditure by Urban / Rural Split**

#### **Index of Consumer Prices**

#### **Cost of Living Index by Income**

#### **Cost of Living Index by Income (Internationally comparable)**

#### **Gini Index**

#### **Gross Income**

#### **Average Gross Income by Age**

#### **Population by Income Band and Age**

#### **Social Class (ABCDE) by Age**

#### **Gross Income by Source**

#### **Tax and Social Security Contributions**

#### **Tax and Social Security Contributions as a % of Gross Income**

#### **Disposable Income**

#### **Average Disposable Income by Sex**

#### **Disposable Income by Urban / Rural Split**

#### **Households by Disposable Income Band**

#### **Household Disposable Income Deciles**

#### **Median Disposable Income per Household**

#### **Middle Class Households (% of Total)**

#### **Middle Class Households**

#### **Poverty**

## Savings

### Savings Ratio

## Wealth

## 38.3 STATISTICS

64 year's time series: 1977-2040

Consumer Expenditure (total and 12 main categories) by:

1. Age of Household Head
2. Economic Status of Household Head
3. Income Decile
4. Number of Household Members
5. Tenure
6. Type of Household
7. Region

## 38.4 EXTRA DETAIL

### Income and Expenditure Dashboard

This dashboard is an interactive tool which enables clients to create instant maps, bar charts and scatter plots in order to visualise data with ease and make cross-country and regional comparisons. The dashboard tool covers every income and consumer expenditure indicator and includes download and export functionality.

### Income and Wealth Distribution Model

The Income and Wealth Distribution Model is an interactive visual tool showcasing disposable income, net wealth and joint income-wealth across 85 countries. This innovative dashboard provides a complete view of the personal economic resources to finance consumption, giving insight on consumer behaviour and purchasing decisions.

### Consumer Spending by Income Band Analysis Tool

The Consumer Spending by Income Band Analysis Tool allows you to explore how spending on consumer goods and services varies across households' income levels, countries and time. The tool captures consumer expenditure data on 12 key categories including food, clothing and housing in 85 countries through to 2030. Use the tool to identify product potential and target consumer groups by sizing the population for different income bands. See what families are spending their income

on and how discretionary versus non-discretionary spending varies by Top, Middle and Bottom socioeconomic classes.

## 39. LIFESTYLES CATEGORY LEVEL DETAIL

### 39.1 GEOGRAPHIC COVERAGE

**Africa and The Middle East:** Egypt, Morocco, Nigeria, Saudi Arabia, South Africa, United Arab Emirates

**Asia Pacific:** Australia, China, Hong Kong (China), India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam

**Europe:** Belgium, Denmark, France, Germany, Italy, Netherlands, Poland, Romania (included since 2023), Russia (excluded since 2022), Spain, Sweden, Turkey, United Kingdom

**Latin America:** Argentina, Brazil, Chile, Colombia, Mexico, Peru

**North America:** Canada, USA

### 39.2 CATEGORIES

The system contains online consumer survey data from the following surveys:

#### 39.2.1 VOICE OF CONSUMER: LIFESTYLES SURVEY

In September 2011, Euromonitor began conducting an online tracking survey of consumer attitudes and behaviours to explore key consumer lifestyle areas and influencers: healthy living, food and drink, technology, shopping, leisure activities, and personal traits and values.

Data and analysis from the *Voice of the Consumer: Lifestyles Survey* are available in the Lifestyles system.

In 2016, the *Voice of the Consumer: Lifestyles Survey* expanded from 9 to 20 countries. In 2017, Canada was added, bringing coverage up to 21 countries. In 2019, the *Voice of the Consumer: Lifestyles Survey* expanded to 40 countries (39 for 2022).

#### Question Topics

The *Voice of the Consumer: Lifestyles Survey* contains unique sub-questions, relating to the following themes:

- Eating and Drinking
- Healthy and Ethical Living
- House and Home
- Leisure and Recreation
- Path to Purchase
- Personal Traits and Values
- Shopping
- Spending and Saving
- Technology

#### Geographic Coverage 2011-2015 (10)

**Asia Pacific:** China; India; Japan

**Eastern Europe:** Russia (2013 and 2015 only)

**Latin America:** Brazil

**North America:** Canada, USA

**Western Europe:** France; Germany; United Kingdom

#### [Geographic Coverage 2016-2017 \(20\)](#)

**Africa and the Middle East:** “Middle East” (pooled responses from Egypt; Qatar; Saudi Arabia; United Arab Emirates); South Africa

**Asia Pacific:** China; India; Japan; Indonesia; South Korea; Thailand

**Australasia:** Australia

**Eastern Europe:** Poland; Russia

**Latin America:** Brazil; Colombia; Mexico

**North America:** USA

**Europe:** France; Germany; Italy; Turkey; United Kingdom

#### [Geographic Coverage 2019 - onwards \(40\)](#)

**Africa and the Middle East:** Egypt, Morocco, Nigeria, Saudi Arabia, South Africa, United Arab Emirates

**Asia Pacific:** Australia, China, Hong Kong (China), India, Indonesia, Japan, Malaysia, New Zealand, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam

**Europe:** Belgium, Denmark, France, Germany, Italy, Netherlands, Poland, Romania (included since 2023), Russia (excluded since 2022), Spain, Sweden, Turkey, United Kingdom

**Latin America:** Argentina, Brazil, Chile, Colombia, Mexico, Peru

**North America:** Canada, USA

#### [Sample and Statistical Data Detail](#)

2015 and previous: 1,800+ responses in each of 9 countries (2013, 2015); 2,000 responses in each of 8 countries (2011).

2016-onward: 1000+ responses in each of the markets surveyed.

Online panellists participating in the Voice of the Consumer: Lifestyles Survey were pre-screened to ensure the sample was representative of each country under review for a) age and b) gender.

Data was reviewed to ensure that only unique, complete responses to the questionnaires were used in analysis, that response times were appropriate for the number of questions provided and that repeat or illegible open responses were removed.

#### Demographic Detail

All topics in the Voice of the Consumer: Lifestyles Survey can be segmented by the following demographic indicators:

- Country
- Region
- Market Development
- Age Group
- Age Group (Adults 18+ only)
- Age by Decile
- Age by Generation
- Age in Detail
- Gender
- Income
- Household Members
- Parent Status
- Ages of Children
- Race and Ethnicity
- Size of City
- Home Ownership
- Employment Status
- Education Level
- Smartphone Ownership

### 39.3 STATISTICS

Data from the Voice of the Consumer: Lifestyles Survey is accessible via visualisations via an online dashboard as well as Excel exports.

Survey responses are displayed in a variety of ways, from overall to country comparisons to demographic and other consumer type segmentations. Users may customise the dashboard view to showcase the segments of their choice.

Respondent counts as well as percent responding to each answer option are shown for each sub-question.

On request, subscribers are also entitled to copies of the Voice of the Consumer: Lifestyles Survey data in its original form: un-tabulated datasets in csv or SPSS format, with accompanying codebook.

The Voice of the Consumer: Lifestyles Survey has time series data from 2011, 2013, 2015, 2016, 2017 and 2019-2024.

Voice of the Consumer: Lifestyles Survey data in the dashboard is organized according to the following themes and sub-themes:

- Eating and Drinking
  - Dietary Preferences
  - Eating Habits
  - Food Preparation Habits
  - Meals and Snack Times

- Healthy and Ethical Living
  - Behaviours and Activism
  - Importance of Green Labels
  - Habits
  - Sustainable Packaging
  - Understanding of Green Labels
- House and Home
  - Car Access and Activities
  - Home Features and Activities
  - Pet Ownership and Attitude
- Leisure and Recreation
  - Frequency and Types of Travel
  - Leisure Activities
  - Travel Preferences
- Path to Purchase
  - Apparel and Personal Accessories
  - Beauty and Personal Care Products
  - Consumer Electronics and Appliances
  - Food
  - Food and Beverages
  - Household Essentials
  - Leisure and Entertainment
  - Second-hand Products
  - Travel
- Personal Traits and Values
  - Personal Traits and Attitudes
  - Social and Work Life
  - Status and Consumerism
- Shopping
  - Attitudes and Motivations
  - Habits
  - Purchase Factors
  - Retail Channel Preferences
- Spending and Saving
  - Spending and Saving Priorities
- Technology
  - Device Ownership and Usage
  - Future Technology
  - Online Activities
  - Shopping Activities
  - Trust and Privacy Concerns

## 39.4 REPORTS

The system contains analysis pertaining to social and lifestyle changes, trends and developments in consumer behaviour, attitudes and habits. This analysis is published in the form of reports, articles, datagraphics, multimedia (podcasts, videocasts), and visual applications.

### Consumer Lifestyle Country Reports

3 reports focusing on a particular country examining how people live and the factors influencing lifestyle choices in that geographic market: eating and drinking,



healthy and sustainable living, house and home, leisure and recreation, shopping, spending and saving. These reports are available for all 40 countries (39 in 2022) available through the Lifestyles system.

### **Strategy Briefings**

Written from global and regional perspectives, these reports reveal major and emerging trends in consumer behaviour, which will have an impact on sales and marketing of all consumer products. They also present proprietary Consumer Types research.

### **39.5 ARTICLES**

Articles documenting up-and-coming consumer trends at the local, regional, and global levels.

## 40. POPULATION CATEGORY LEVEL DETAIL

### 40.1 GEOGRAPHIC COVERAGE

Global: 210 countries

**Asia Pacific:** Afghanistan; American Samoa; Armenia; Azerbaijan; Bangladesh; Bhutan; Brunei Darussalam; Cambodia; China; Fiji; French Polynesia; Guam; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Kiribati; Kyrgyzstan; Laos; Macau, China; Malaysia; Maldives; Mongolia; Myanmar; Nauru; Nepal; New Caledonia; North Korea; Pakistan; Papua New Guinea; Philippines; Samoa; Singapore; Solomon Islands; South Korea; Sri Lanka; Taiwan; Tajikistan; Thailand; Tonga; Turkmenistan; Tuvalu; Uzbekistan; Vanuatu; Vietnam

**Australasia:** Australia; New Zealand

**Eastern Europe:** Albania; Belarus; Bosnia and Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Kosovo; Latvia; Lithuania; Moldova; Montenegro; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**Latin America:** Anguilla; Antigua and Barbuda; Argentina; Aruba; Bahamas; Barbados; Belize; Bermuda; Bolivia; Brazil; British Virgin Islands; Cayman Islands; Chile; Colombia; Costa Rica; Cuba; Curacao; Dominica; Dominican Republic; Ecuador; El Salvador; French Guiana; Grenada; Guadeloupe; Guatemala; Guyana; Haiti; Honduras; Jamaica; Martinique; Mexico; Nicaragua; Panama; Paraguay; Peru; Puerto Rico; St Kitts and Nevis; St Lucia; St Vincent and the Grenadines; Sint Maarten; Suriname; Trinidad and Tobago; Uruguay; US Virgin Islands; Venezuela

**Middle East and Africa:** Algeria; Angola; Bahrain; Benin; Botswana; Burkina Faso; Burundi; Cabo Verde; Cameroon; Central African Republic; Chad; Comoros; Congo, Democratic Republic; Congo-Brazzaville; Côte d'Ivoire; Djibouti; Egypt; Equatorial Guinea; Eritrea; Eswatini; Ethiopia; Gabon; Gambia; Ghana; Guinea; Guinea-Bissau; Iran; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Lesotho; Liberia; Libya; Madagascar; Malawi; Mali; Mauritania; Mauritius; Morocco; Mozambique; Namibia; Niger; Nigeria; Oman; Qatar; Réunion; Rwanda; Sao Tomé e Príncipe; Saudi Arabia; Senegal; Seychelles; Sierra Leone; Somalia; South Africa; South Sudan; Sudan; Syria; Tanzania; Togo; Tunisia; Uganda; United Arab Emirates; Yemen; Zambia; Zimbabwe

**North America:** Canada; USA

**Western Europe:** Andorra; Austria; Belgium; Cyprus; Denmark; Finland; France; Germany; Gibraltar; Greece; Iceland; Ireland; Italy; Liechtenstein; Luxembourg; Malta; Monaco; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

### 40.2 CATEGORIES

**Total Population**

**Male Population**

**Female Population**

**Population by Urban / Rural Location**

**Population Density**

**Median Age of Population**

**Dependency Ratio**

**Fertility**

**Mortality**

**Migration and Natural Population Change**

**Marital Status**

**Population Segmentation**

**Health**

## **40.3 STATISTICS**

64 year's time series: 1977-2040

Population by Diversity

- Population by Citizenship
- Population by Country of Birth
- Population by Ethnicity and Race
- Population by Religion
- Population by Language
- City Proper Population

## **40.4 EXTRA DETAIL**

### **Population Dashboard**

This dashboard is a visual, interactive tool which maps out every indicator of the page providing at-a-glance analysis. It enables country and regional comparisons and includes download and export functionality.

### **Future Demographics Model**

An interactive visual app which brings unique functionality showcasing our cross-country comparable demographic data together with innovative data-dense visuals. Examine the demographic structure of countries around the world and search for similarities.

# Channels

## 41. DIGITAL CONSUMER CATEGORY LEVEL DETAIL

### 41.1 GEOGRAPHIC COVERAGE

#### 41.1.1 DIGITAL CONSUMER (GOODS AND SERVICES)

Global: 30 countries

**Asia Pacific:** China; Hong Kong, China; India; Indonesia; Japan; Philippines; Singapore; South Korea; Taiwan; Thailand

**Australasia:** Australia

**Eastern Europe:** Czech Republic; Poland; Russia

**Latin America:** Brazil; Chile; Colombia; Mexico

**Middle East and Africa:** Saudi Arabia; South Africa; United Arab Emirates

**North America:** Canada; USA

**Western Europe:** France; Germany; Italy; Spain; Sweden; Turkey; United Kingdom

### 41.2 CATEGORIES

#### Digital Consumer (Goods and Services)

Voice Platform E-Commerce

Livestreaming E-Commerce

Social Commerce (S-Commerce)

Retail E-Commerce

Foodservice E-Commerce

Travel E-Commerce

Mobility E-Commerce

Ticketed Entertainment E-Commerce

Streaming Services E-Commerce

Bill Payments E-Commerce

Other E-Commerce

### 41.3 STATISTICS

#### 41.3.1 DIGITAL CONSUMER: E-COMMERCE (GOODS AND SERVICES)

15-year time series: 2014-2028

## 42. RETAIL CATEGORY LEVEL DETAIL

### 42.1 GEOGRAPHIC COVERAGE

**Western Europe:** Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; Turkey; United Kingdom

**Eastern Europe:** Belarus; Bosnia-Herzegovina; Bulgaria; Croatia; Czech Republic; Estonia; Georgia; Hungary; Latvia; Lithuania; North Macedonia; Poland; Romania; Russia; Serbia; Slovakia; Slovenia; Ukraine

**North America:** Canada; USA

**Latin America:** Argentina; Bolivia; Brazil; Chile; Colombia; Costa Rica; Dominican Republic; Ecuador; El Salvador; Guatemala; Honduras; Mexico; Panama; Paraguay; Peru; Uruguay

**Asia Pacific:** Azerbaijan; Bangladesh; Cambodia; China; Hong Kong, China; India; Indonesia; Japan; Kazakhstan; Laos; Malaysia; Myanmar; Pakistan; Philippines; Singapore; South Korea; Sri Lanka; Taiwan; Thailand; Uzbekistan; Vietnam

**Australasia:** Australia; New Zealand

**Africa and Middle East:** Algeria; Angola; Cameroon; Côte d'Ivoire; Egypt; Ethiopia; Ghana; Iraq; Israel; Jordan; Kenya; Kuwait; Lebanon; Morocco; Nigeria; Oman; Qatar; Saudi Arabia; South Africa; Tanzania; Tunisia; United Arab Emirates

### 42.2 CATEGORIES

#### Retail Offline

##### Grocery Retailers

- Convenience Retailers

- Supermarkets

- Hypermarkets

- Discounters

- Warehouse Clubs

- Food/Drink/Tobacco Specialists

- Small Local Grocers

##### Non-Grocery Retailers

- General Merchandise Stores

- Apparel and Footwear Specialists

- Appliances and Electronics Specialists

- Home Products Specialists

- Health and Beauty Specialists

- Leisure and Personal Goods Specialists

- Other Non-Grocery Retailers

##### Vending

- Fashion Vending\*

- Health and Beauty Vending\*

- Appliances and Electronics Vending\*

- Drinks and Tobacco Vending\*

- Foods Vending\*

- Home Products Vending\*

- Other Products Vending\*

## **Direct Selling**

**Fashion Direct Selling\***  
**Health and Beauty Direct Selling\***  
**Appliances and Electronics Direct Selling\***  
**Drinks and Tobacco Direct Selling\***  
**Foods Direct Selling\***  
**Home Products Direct Selling\***  
**Other Products Direct Selling\***

## **Retail E-Commerce**

### **Retail E-Commerce by Product\***

**Fashion E-Commerce\***  
**Health and Beauty E-Commerce\***  
**Appliances and Electronics E-Commerce\***  
**Drinks and Tobacco E-Commerce\***  
**Foods E-Commerce\***  
**Home Products E-Commerce\***  
**Other Products E-Commerce\***

### **Retail E-Commerce by Type**

**Marketplace E-Commerce\*\***  
**Grocery E-Commerce\*\***  
**General Merchandiser E-Commerce\*\***  
**Apparel and Footwear Specialist E-Commerce\*\***  
**Appliances and Electronics Specialist E-Commerce\*\***  
**Home Products Specialist E-Commerce\*\***  
**Health and Beauty Specialist E-Commerce\*\***  
**Leisure and Personal Goods Specialist E-Commerce\*\***  
**Other E-Commerce Retailers\*\***

*\* Market sizes only; company/brand shares not available*

*\*\* Market sizes only available for 2014-2023*

## **42.3 STATISTICS**

### **Retail value sales \***

- 2009-2028
- retail selling price (rsp), excluding sales tax / VAT
- retail selling price (rsp), including sales tax / VAT

### **Number of retail outlets / sites**

- 2009-2028

### **Retail selling space**

- 2009-2028

### **Company shares / Brand shares\***

- 2014-2023
- retail selling price (rsp), excluding sales tax / VAT
- retail selling price (rsp), including sales tax / VAT
- outlets

*\*Vending, direct selling, and retail e-commerce sizes and shares are only available in value sales terms; no outlet or selling space data is given for these channels and corresponding sub-channels*