

# Researching International Markets

Euromonitor International's Award-winning Books and Databases

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### **About Euromonitor**

EUROMONITOR INTERNATIONAL

- Established
- International
- Independent
- Growing

### **Products and services**

EUROMONITOR INTERNATIONAL

- Market analysis
  - Countries
  - Consumers
  - Industries
- Business reference books
- Research consultancy

### Global Reach



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### Core countries

75% of the world population and 90% of the global GDP

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

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

North America: Canada, USA

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

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

Australasia: Australia, New Zealand

Africa & Middle East: Egypt, Israel, Morocco, Saudi Arabia, South Africa

### 205 countries in total

### Industries



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### **Core consumer markets**

- Beverages
- Domestic appliances
- Food
- Packaged foods
- Healthcare
- Household products
- Personal care
- Retail
- Tobacco
- Travel and tourism

### Industrial and service

- Aerospace and defence
- Automotives
- Banking and finance
- Building and construction
- Chemicals
- Computers and electronics
- Energy
- Entertainment and leisure
- Industrial
- Manufacturing
- Marketing services
- Metals
- Office equipment
- Packaging
- Paper and textiles
- Plastics
- Publishing and media services
- Telecommunications
- Transportation



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## Adding value to official data

### Comparable across countries

- Same category definitions
- Same research methodology
- Complete datasets where possible

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# Methodology: Country Data

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#### **National sources**

- National statistical offices
- Central banks
- Government ministries

#### **International sources**

- Official organisations (IMF, World bank, UN)
- Trade associations

#### **Quality control**

Data definitions and methodology checked for each country

#### **Standardisation**

Data are standardised to ensure cross-country comparability

#### **Estimation and modelling**

Gaps in time-series estimated
Data for missing countries modelled

#### **Forecasts**

Forecasts generated where relevant

#### Crosscountry checking

Countries are cross-checked to ensure quality

Checking against other relevant data sets is also undertaken

#### Result

Unique dataset
that is the result
of several
months of
detailed
research, data
manipulation and
advanced
statistical
modelling



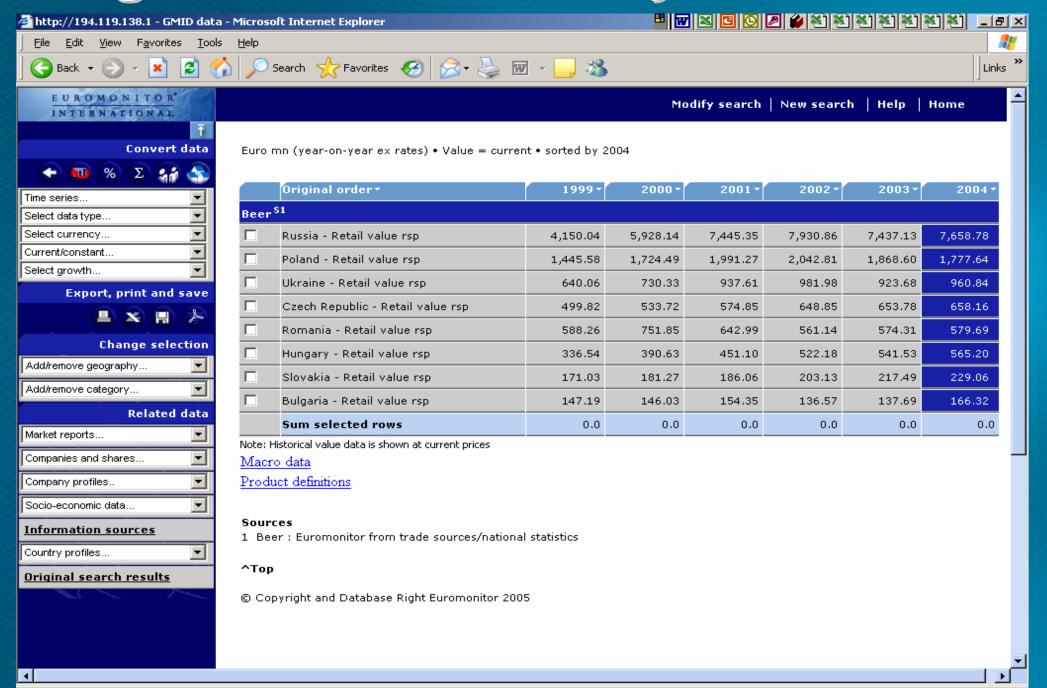
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## Adding value to research

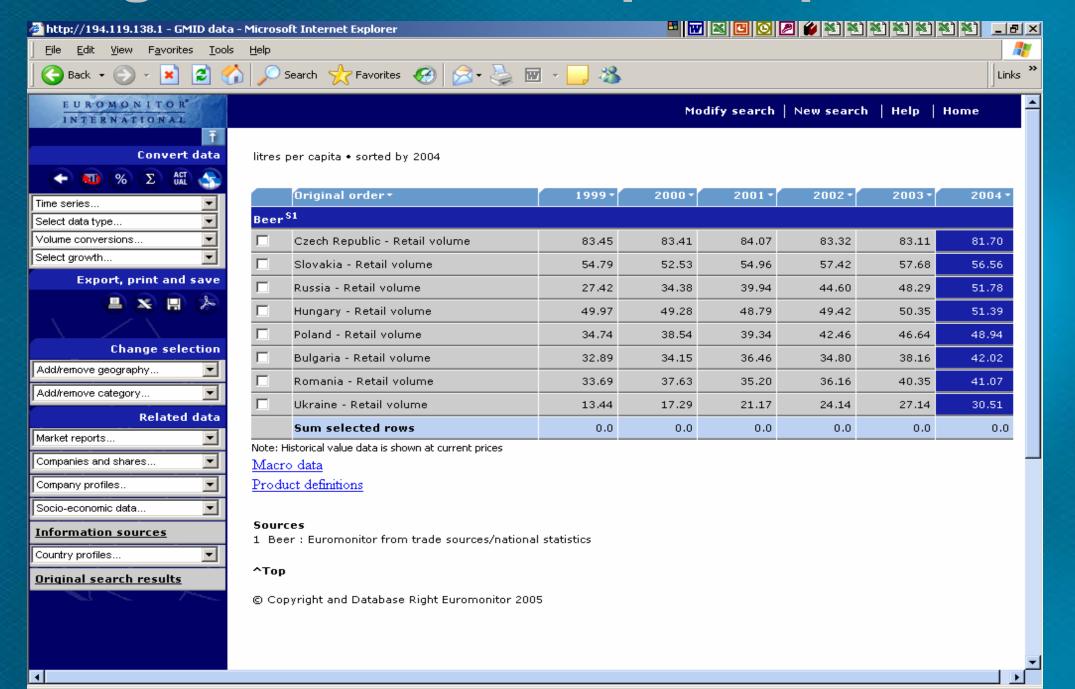
Manipulate data to get a deeper insight

- Volume and value analysis
- Per capita and per household analysis
- Growth rate calculations

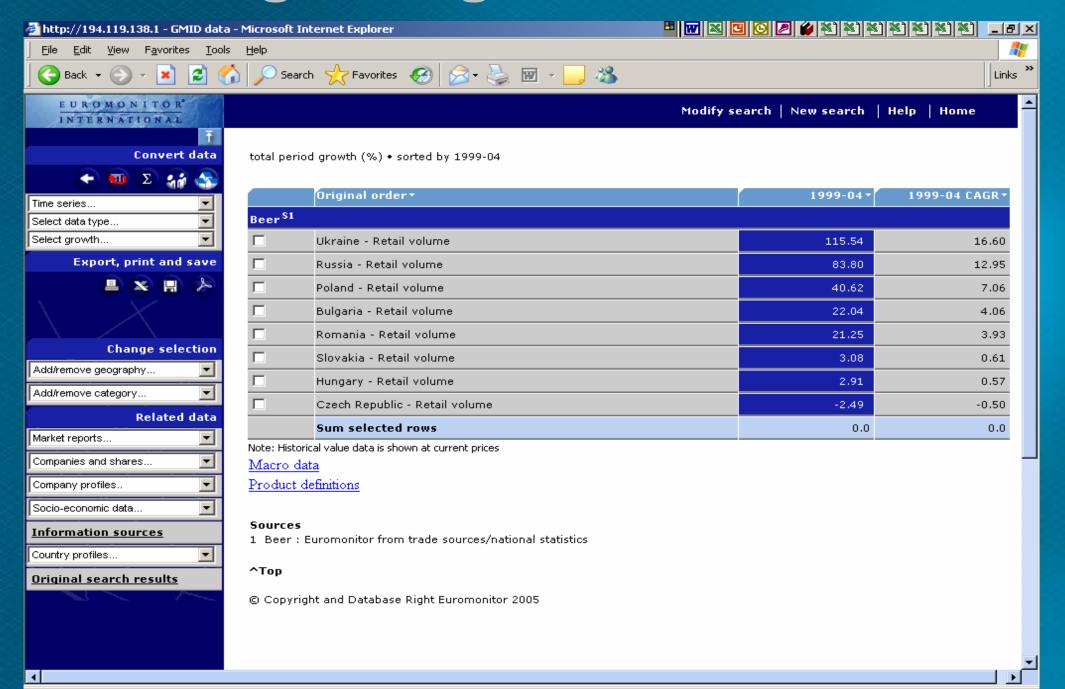
# Largest beer market by value



# Largest beer market per capita market per capita market



# Fastest growing beer market

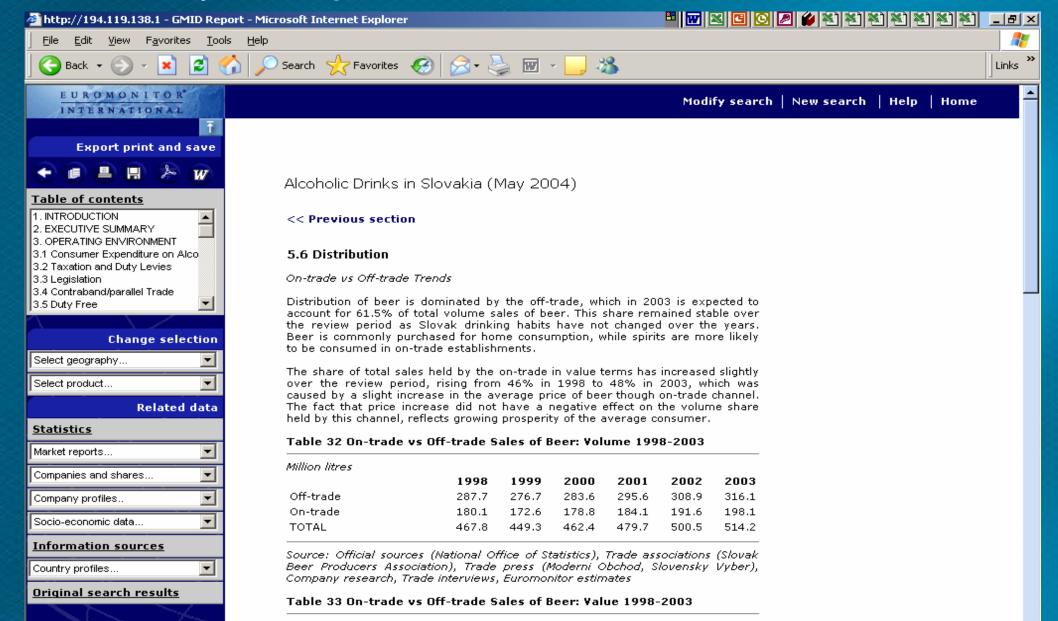




## Adding value to research

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### Use analysis to put statistics in context



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### Methodology: Market Data

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#### Internal data audit

- Search and review of all existing Euromonitor research
- Context for new analysis

#### **Desk and company research**

- Official statistics
- Trade associations, trade press
- Annual reports, product literature
- Business and financial press

#### **Store checks**

- Product and brand availability
- Company presence
- Pricing, packaging, promotions

#### **Trade interview surveys**

- Manufacturers
- Wholesalers, distributors
- Retailers
- Other industry observers

#### **Analysis**

- Consolidation and reconciliation
- Checking and validation
- Data finalisation and report writing

# Why Euromonitor?

EUROMONITOR INTERNATIONAL

- Unique source
- Global solution
- Internationally comparable
- Desktop analysis
- Expert commentary
- Easy access
- Discounts for library consortia