

Market Indicators & Forecasts

Answering crucial questions in market analysis

Market Indicators & Forecasts is a unique analytical tool that will provide you with concise, timely, and highly accurate data on market size and potential for 60 of the world's largest markets.

Year	Country	Series	2007	2008	2009	2010	2011	2012	2013	2014	2015
1	Australia	Real personal disposable income (per head)	26,823	27,822	27,490	28,822	29,920	31,222	32,522	33,822	35,122
2	Canada	Real personal disposable income (per head)	12,259	12,490	12,620	12,850	13,080	13,310	13,540	13,770	14,000
3	China	Real personal disposable income (per head)	2,284	2,380	2,476	2,572	2,668	2,764	2,860	2,956	3,052
4	France	Real personal disposable income (per head)	17,917	18,147	18,377	18,607	18,837	19,067	19,297	19,527	19,757
5	Germany	Real personal disposable income (per head)	15,243	15,473	15,703	15,933	16,163	16,393	16,623	16,853	17,083
6	India	Real personal disposable income (per head)	1,219	1,249	1,279	1,309	1,339	1,369	1,399	1,429	1,459
7	Japan	Real personal disposable income (per head)	14,363	14,593	14,823	15,053	15,283	15,513	15,743	15,973	16,203
8	UK	Real personal disposable income (per head)	12,369	12,599	12,829	13,059	13,289	13,519	13,749	13,979	14,209
9	USA	Real personal disposable income (per head)	18,409	18,639	18,869	19,099	19,329	19,559	19,789	20,019	20,249
10	South Africa	Real personal disposable income (per head)	2,823	2,853	2,883	2,913	2,943	2,973	3,003	3,033	3,063
11	South Korea	Real personal disposable income (per head)	10,417	10,647	10,877	11,107	11,337	11,567	11,797	12,027	12,257
12	Spain	Real personal disposable income (per head)	11,369	11,599	11,829	12,059	12,289	12,519	12,749	12,979	13,209
13	Sweden	Real personal disposable income (per head)	17,817	18,047	18,277	18,507	18,737	18,967	19,197	19,427	19,657
14	Taiwan	Real personal disposable income (per head)	12,369	12,599	12,829	13,059	13,289	13,519	13,749	13,979	14,209
15	Thailand	Real personal disposable income (per head)	4,409	4,439	4,469	4,499	4,529	4,559	4,589	4,619	4,649
16	USA	Real personal disposable income (per head)	18,409	18,639	18,869	19,099	19,329	19,559	19,789	20,019	20,249
17	South Africa	Real personal disposable income (per head)	2,823	2,853	2,883	2,913	2,943	2,973	3,003	3,033	3,063

This service helps global marketers answer all-important questions before entering a foreign market, for example:

- How large is the market for my product or service?
- Which countries and sectors offer the highest potential?
- What are the greatest dangers or risks?
- What are the challenges?

In addition to industry data, Market Indicators & Forecasts delivers authoritative, in-depth demographic, income, and expenditure forecasts. Information is fully consistent with The Economist Intelligence Unit's proven macroeconomic data model, so you can be assured that your reports and conclusions are defensible, ensuring crucial decisions are based on the world's most dependable source of data.

Instead of spending valuable time patching together data from multiple sources, with Market Indicators & Forecasts you can apply it to refining your insights, reports, and analysis.

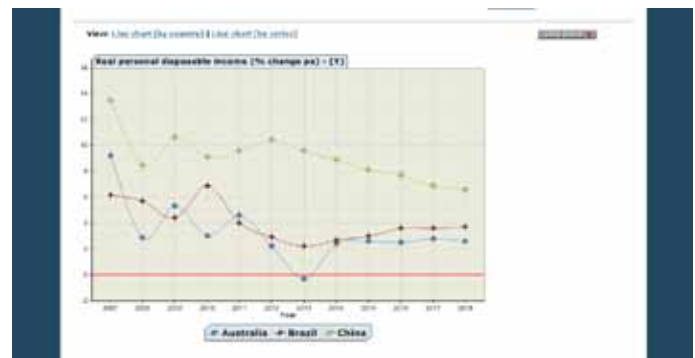
Use Market Indicators & Forecasts as:

- An authoritative, in-depth data and analysis source for selecting, comparing, and prioritising new country investments.
- A source for a quick set of economic numbers for your next report.
- A reliable feed for a sales or budget forecast model.

- A fact-checking tool to verify that a new service has a market, using numbers you can trust.
- A tool for locating opportunities and pitfalls to avoid in a new market.
- A real-time decision-making tool for quickly adjusting to the rapid demographic changes now affecting industrialised nations.
- An authoritative data set for aiding new product launches.

Key features

- Detailed data and forecasts on a full range of industries, including:
 - Automotive
 - Consumer Goods
 - Energy
 - Food and beverages
 - Financial Services
 - Healthcare
 - Telecommunications
 - Transport, travel, and tourism
- Comprehensive coverage of consumer demographics, incomes, and expenditures allowing effective cross-country market-sizing analysis.
- Key macroeconomic forecasts, including GDP, inflation, investment, trade, and FDI including projections to 2030 to facilitate long-term business planning.
- Aggregate data covering eleven major regions such as the G7 and economies in transition.
- Risk ratings covering both country credit risk and business risk, ranging from currency and banking sector risk to regulatory and security risk.
- Advanced functionality to allow you to manage data easily. Functions include charting, exporting to Excel® and selecting variables by country.



Which data series are included?

Macroeconomic indicators

EIU OVERALL RATING: EIU business environment rating.

MARKET SIZE AND GROWTH: EIU market opportunities rating, nominal GDP, GDP per head, real GDP, growth of real GDP per head, share of world GDP.

PRIVATE CONSUMPTION: private consumption, private consumption per head, private consumption as % of GDP.

CONSUMER SPENDING PATTERNS: consumer expenditure total, food, beverages and tobacco, clothing and footwear, housing and household fuels, household goods and services, health, transport and communications, leisure and education, hotels and restaurants, other goods and services.

INVESTMENT: total gross investment, gross fixed investment, nominal gross fixed investment.

GDP BY SECTOR OF ORIGIN: agriculture, industry and services.

MACROECONOMIC STABILITY: EIU macroeconomic environment rating, consumer prices, budget balance, public debt, current account balance, exchange rate, The Economist Big Mac Index, real effective exchange rate, money supply and interest rates.

INTERNATIONAL TRADE: goods exports and imports, share of world goods exports, services, export and import volume of goods and services.

FOREIGN DIRECT INVESTMENT: inward direct investment, inward FDI flow, inward FDI stock, outward direct investment, outward FDI flow, outward FDI stock, net direct investment flows.

Demographics and income

POPULATION: population, population growth, share of world population, male and female as % of population, population by age categories, young- and old-age dependency ratio, birth and death rate.

URBANISATION: urban population, urban population as % of total population.

HOUSEHOLDS: households, average number of people per household.

HOUSING AND OFFICE SPACE: total housing stock, total housing stock per 1,000 pop, new dwellings completed, EIU office space rating.

PERSONAL INCOME: gross personal income, personal disposable income, real personal disposable income, personal disposable income at PPP and average wages.

INCOME DISTRIBUTION: median household income, share of household income, income distribution of households by share, income distribution of households by income bracket. All income series are available in current and constant prices.

Automotive

MARKET DEMAND: motor vehicles and parts (nominal US\$, US\$ at 2005 prices, real % change).

CARS AND MOTORCYCLES: passenger cars stock, new passenger car registrations, passenger car production.

COMMERCIAL VEHICLES: light commercial vehicle registrations and production, medium and heavy commercial vehicle registrations and production, total commercial vehicle registrations and production.

PETROL: petrol consumption.

Consumer goods

RETAIL TRADE: retail sales (food, non-food, LCU, US\$ at 2005 prices, % growth per year).

CLOTHING AND FOOTWEAR: clothing and footwear market demand (nominal US\$, US\$ at 2005 prices, real % change).

HOUSEHOLD GOODS: market demand for household furniture, textile products and soaps and cleaners (nominal US\$, US\$ at 2005 prices, real % change), consumer expenditure on household goods and services.

ELECTRONICS AND DOMESTIC APPLIANCES: electrical appliances and houseware market demand, household audio and video equipment market demand (nominal US\$, US\$ at 2005 prices, real % change); television sets (stock per 1,000 population).

DISTRIBUTION INFRASTRUCTURE: EIU retail and wholesale network rating.

Energy

MARKET DEMAND: energy (nominal US\$, US\$ at 2005 prices, real % change).

TOTAL CONSUMPTION: gross domestic energy consumption (tonnes of oil equivalent, % of world total, per capita and tonnes of oil equivalent per US\$m 2005 GDP).

BY MAJOR FUEL GROUP: gross domestic consumption of petroleum products, natural gas, coal, nuclear (tonnes of oil equivalent and per capita); gross domestic consumption of hydro, geothermal, combustible renewables and waste, solar/wind/other (tonnes of oil equivalent); total primary electricity supply (tonnes of oil equivalent).

ELECTRICITY: electricity generation and consumption (GWh), net maximum electricity capacity (Mwe).

Food, beverages and tobacco

MARKET DEMAND: food, beverages and tobacco market demand (nominal US\$, US\$ at 2005 prices, real % change); consumer expenditure for food, beverages and tobacco (total and % of consumer expenditure).

FOOD: calorie and protein intake, meat, fruit, vegetable and fish consumption.

BEVERAGES: milk, coffee and tea consumption.

Financial services

STRUCTURE: financial assets/GDP, deposits/GDP, private sector credit/GDP, concentration of top ten banks by assets.

FINANCIAL SECTOR: total loans, short-term loans, long-term loans, deposits, current account deposits, time and savings deposits.

BANK PERFORMANCE: banking assets, bank loans, bank deposits, net interest income, net income (net interest income/assets).

HOUSEHOLD WEALTH: net financial worth of households, total assets, currency and deposits, fixed income securities, equities, net equity of households in insurance and

pension funds, total liabilities, number of households with net wealth over US\$1m, US\$500,000, US\$250,000 and US\$100,000.

Healthcare and pharmaceuticals

HEALTHCARE: healthcare services market demand (nominal US\$, US\$ at 2005 prices, real % change), life expectancy (total, male and female), infant mortality rate, doctors, hospital beds, healthcare spending, health-care spending (% of GDP and per head).

PHARMACEUTICALS: drugs and medicines market demand (nominal US\$, US\$ at 2005 prices, real % change), pharmaceutical sales.

MORTALITY BY MAIN CAUSES: infectious diseases, cancers, respiratory and circulatory diseases.

Technology

EIU RATING: digital economy ranking.

TELECOMS: telephone main lines, mobile subscriptions, internet users, broadband subscriber lines, personal computers.

IT: total IT spending, software spending, hardware spending, services spending.

Transport, travel and tourism

TRANSPORT: total length of roads and paved roads, % of paved roads, density of paved roads, length of railway network, railroad density, air transport freight, air transport passengers, EIU road, rail, and ports ratings.

TRAVEL AND TOURISM: international tourist arrivals, departures, expenditures and receipts, consumer expenditure on hotels and restaurants.

Competitiveness (labour, skills and productivity)

EIU RATING: EIU labour market rating.

LABOUR COSTS: average wages, growth in average wages, average real wages, overall unit labour costs, manufacturing labour costs, manufacturing unit labour costs.

LABOUR FORCE: working-age population and growth, labour force, employment and employment growth, unemployment and unemployment rate.

PRODUCTIVITY: overall productivity of labour and its growth rate, productivity of labour in manufacturing and its growth rate, productivity of capital, EIU availability of skilled labour rating, EIU quality of labour force rating.

EDUCATION LEVELS: total public spending on education, current education spending, primary and secondary education enrolment ratio, higher education enrolment, mean years of schooling, adult literacy rate.

TECHNOLOGY: resident patents applications and grants, nonresident patents applications and grants, external patents applications and grants, R&D spending, scientists and engineers in R&D.

Politics, institutions and regulations

EIU BUSINESS ENVIRONMENT RATINGS: overall business environment, market opportunities, macroeconomic and political environment, infrastructure, policy towards private enterprise, labour market, tax regime, financing, foreign trade and exchange regime, policy environment for foreign investment.

POLITICS AND INSTITUTIONS (EIU RATINGS): political stability, risk of armed conflict or social unrest, defence spending, transfer of power, terrorism threat, international disputes and tensions, institutional effectiveness, government stance towards business, effectiveness of system in policy implementation, quality of bureaucracy, transparency and fairness of legal system, corruption, impact of crime.

PRIVATE ENTERPRISE (EIU RATINGS): degree of property rights protection, setting up new businesses, freedom to compete, promotion of competition, intellectual property, price controls, lobbying by special interest groups, state ownership/control.

LABOUR MARKET (EIU RATINGS): industrial relations, restrictiveness of labour laws, wage regulation, hiring of foreign nationals.

TAX REGIME (EIU RATINGS): corporate tax burden, top marginal income tax, value-added tax, employers' social security contributions, fiscal system and new investment, fairness of tax system, top corporate tax rate, top marginal rate of income tax, VAT rate, employers' social security contributions rate.

FINANCING (EIU RATINGS): banking system openness, financial regulatory system and market distortions, access of foreigners to local market, access to medium-term finance, stockmarket capitalisation, domestic credit provided by banking sector, interest rate spread.

FOREIGN TRADE AND EXCHANGE REGIME (EIU RATINGS): capital account liberalisation, current-account restrictions, tariff and non-tariff barriers, average customs tariff rate, import duties.

POLICY TOWARDS FOREIGN INVESTMENT (EIU RATINGS): government policy towards foreign investment, expropriation risk, investment protection schemes.

Country credit risk

RISK SCORES: overall risk, currency risk, sovereign debt risk, banking sector risk, political risk, economic structure risk.

Business operations risk

RISKS TO BUSINESS PROFITABILITY: Overall score, security risk, political risk, legal and regulatory risk, macroeconomic risk, foreign trade and payments risk, financial risk, tax policy risk, labour market risk, infrastructure risk.

Additional industry data available separately:

The EIU also provides a "deep drill" into three global industries. You may subscribe to the data portion or see all of our data and analysis through Industry Briefing:

● Financial Services Indicators

- 6 sectors: banks, insurers, asset managers, exchanges, financing, currencies.
- Industry weighted risk ratings for 60 countries.
- 286 series.

● Energy Indicators

- 69 countries.
- 5 sectors: oil & gas, coal, electricity, nuclear, alternatives.
- Industry weighted risk ratings.
- 252 series.
- 10 year forecasts.

● Technology Indicators

- 4 sectors: hardware, software, telecoms, internet.
- Industry weighted risk ratings for 60 countries.
- 211 series.

Market Indicators & Forecasts will deliver:

- Monthly updates for 60 major economies.
- Over 400 series per country.
- 5-year forecasts updated monthly.
- Market data for 6 industries across all countries.
- Market Outlooks for 60 countries updated twice a year.
- Long-term projections to 2030 for key economic indicators.
- Data history from 1990 to Present.

Access choices:

- Enterprise Access via IP control or username:
 - EIU Data Tool data.eiu.com
 - Bureau van Dijk eiu.bvdep.com
 - Alacra eiu.alacra.com
- Online Store—select by series or country store.eiu.com

Interface features:

- Downloadable Excel® tables.
- Series codes and colour coding.
- Series definitions.
- Analyst name and forecast date.
- Automatic graphing.
- Preset searches and saved searches.

Which countries are covered?

Americas

Argentina
Brazil
Canada
Chile
Colombia
Ecuador
Mexico
Peru
United States
Venezuela

Asia-Pacific

Australia
China
Hong Kong
India
Indonesia
Japan
Malaysia
New Zealand
Pakistan
Philippines
Singapore
South Korea
Sri Lanka
Taiwan
Thailand
Vietnam

Regional Aggregates

Asia and Australasia
East-central Europe
Economies in Transition
G7
Latin America
Middle East and North Africa
Middle East and Sub-Saharan
Africa
North America
Sub-Saharan Africa
Western Europe
World

Middle East & Africa

Algeria
Egypt
Iran
Israel
Nigeria
Saudi Arabia
South Africa

Western Europe

Austria
Belgium
Denmark
Finland
France
Germany
Greece
Ireland
Italy
Netherlands
Norway
Portugal
Spain
Sweden
Switzerland
Turkey
United Kingdom

Eastern Europe

Azerbaijan
Bulgaria
Czech Republic
Hungary
Kazakhstan
Poland
Romania
Russia
Slovakia
Ukraine

Americas

The Economist Intelligence Unit
750 Third Ave, 5th Floor
New York, NY 10017 USA
Tel: +1 212 698 9717
Fax: +1 212 586 0248
e-mail: americas@eiu.com

Europe, Middle East, & Africa

The Economist Intelligence Unit
20 Cabot Square
London E14 4QW
United Kingdom
Tel: +44 (0)20 7576 8181
Fax: +44(0)20 7576 8476
e-mail: emea@eiu.com

Asia & Australasia

The Economist Intelligence Unit
6001 Central Plaza
18 Harbour Road, Wanchai
Hong Kong
Tel: + 852 2585 3888
Fax: +852 2802 7638
e-mail: asia@eiu.com