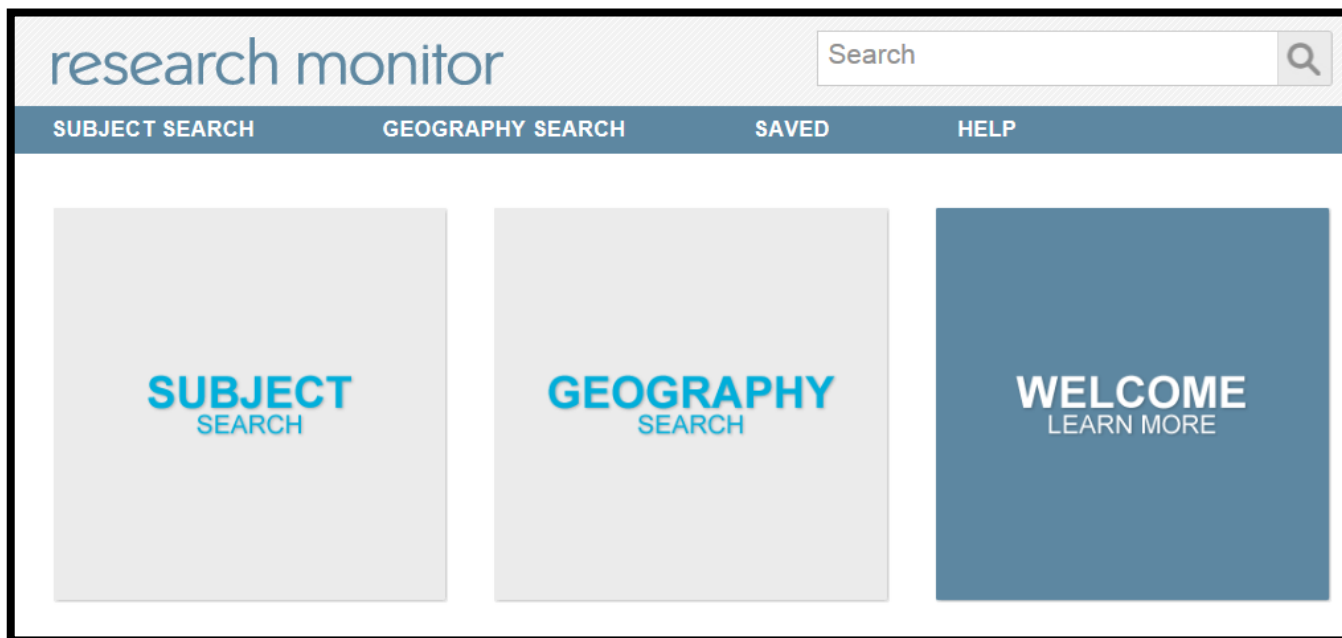


# ПРИМЕРЫ ИСПОЛЬЗОВАНИЯ RESEARCH MONITOR



## Легкий в использовании и восприятии интерфейс

- Одним нажатием вы получаете доступ к фильтрации тысячи экспертных отчетов и мнений
- Поиск по географическому принципу или по объекту исследования
- Вспомогательные инструменты удобно расположены на панели навигации
- Последние исследования всегда доступно расположены на домашней странице системы



# Исследования по широкому кругу запросов и стран

The screenshot shows the 'research monitor' website interface. At the top, there is a search bar with the text 'Search' and a magnifying glass icon. Below the search bar is a navigation menu with three items: 'SUBJECT SEARCH', 'GEOGRAPHY SEARCH', and 'HELP'. The main content area is titled 'Search Subjects' and features a list of subject categories, each with a dropdown arrow. The categories are: Consumer Products, Services, Supply, Industrial, Countries, Consumers, and Income and Expenditure. The 'Countries' category is expanded, showing sub-categories: Economy, Finance and Trade; Government, Labour and Education; Industry, Infrastructure and Environment; and Technology, Communications and Media. The 'Consumers' category is also expanded, showing sub-categories: Consumer Trends and Lifestyles; Income and Expenditure; and Population and Homes. At the bottom of the page, there are two buttons: 'Add Geographies >' and 'Go to results >'.

research monitor		Search
SUBJECT SEARCH   GEOGRAPHY SEARCH   HELP		
<b>Search Subjects</b>		
Consumer Products		▼
Services		▼
Supply		▼
Industrial		▼
Countries		▲
Economy, Finance and Trade		
Government, Labour and Education		
Industry, Infrastructure and Environment		
Technology, Communications and Media		
Consumers		▲
Consumer Trends and Lifestyles		
× Income and Expenditure		
× Population and Homes		
Add Geographies >		Go to results >

# Анализ бизнес среды и профили стран

## Technology, Communications and Media: Finland

Country Briefing | 10 May 2013

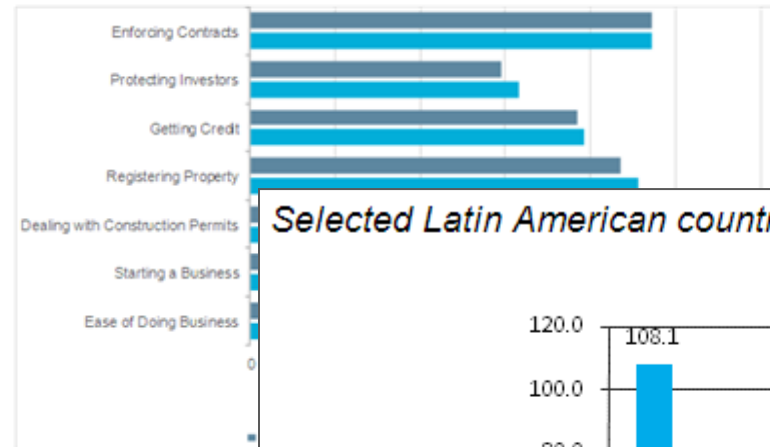
Finland has one of the world's most advanced telecom markets, characterised by high investments in next-generation technology and a state determination to fully connect the entire population with high-speed Internet services. The country's businesses are avidly embracing digital technologies and new business strategies. Telecom penetration levels in Finland have seen a rapid decline.

### EXECUTIVE SUMMARY

- Overall capital investment (in million) in 2012, excluding 2012. This is one of the reasons why operators and the market are gradually moving towards a more competitive environment.
- The number of telephony contracts contracted by 43.6 million households that have mobile telephony contracts.
- The share of mobile telephony contracts dropped in Finland in 2007. The competition that mobile has generated

Chart 1 Ease of Doing Business Ranking 2011 - 2012

Ranking out of 183 countries



Source: Doing Business, V

Note: (1) Regulations in Do... data for all sets of indicato... for paying taxes data which... sets across 183 countries... regulations and the protect... high ranking means the reg...

## Brazil: Country Profile

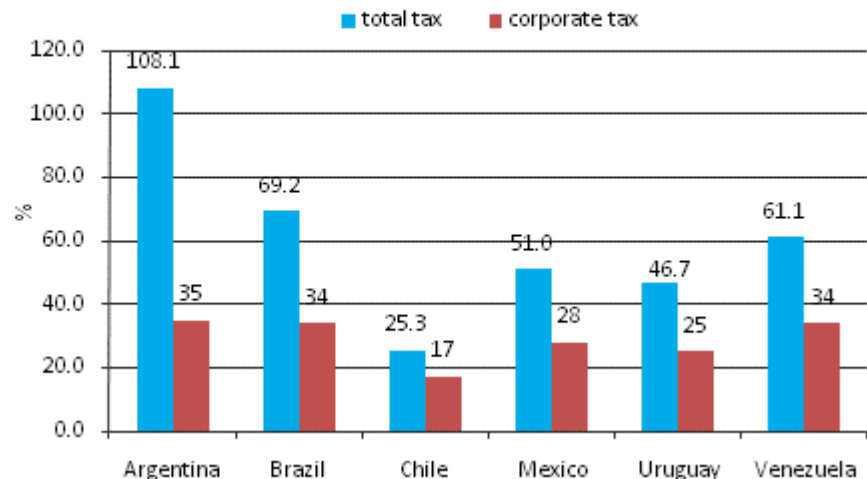
Country Profile | 15 Nov 2013

Brazil's economy appears to be headed for a third consecutive year of low growth in 2013. Low investment rates and poor infrastructure hold the economy back. Inflation is uncomfortably high. Policy makers have long focused on stimulating consumption at the expense of investment. That practice will likely be reversed in the future. Inflows of FDI are expected to play a significant role in the development of infrastructure and energy sectors in the medium term.

### KEY POINTS

- Brazil's economy appears to be headed for a third consecutive year of low growth as real GDP grows by 2.7% in 2013. Low investment rates and poor infrastructure hold the economy back. Brazil saw

Selected Latin American countries' total tax rate and corporate tax rate: 2009



# Полная картина и представление о потребителе

## Income and Expenditure: Japan

Country Briefing | 28 Feb 2013

Japan's economic downturn during the 2008-2009 period resulted in a decline in per capita annual disposable income and expenditure but both indicators are forecast to rebound. Due to an ageing and less equal income distribution, Japan is leading to changes in consumer spending patterns. Spending on health goods and medical services is forecast to increase.

### EXECUTIVE SUMMARY

- Both per capita disposable income and consumer expenditure contracted by 1.8% in real terms during the 2008-2009 period. Japan's per capita disposable income was ¥2.2 million (US\$27,200) and per capita expenditure was ¥1.8 million (US\$22,800) respectively. As Japan's economy is forecast to recover, per capita disposable income and consumer expenditure are forecast to rise steadily through to 2020;

- In 2011, the age group 40-44 had the highest average income in Japan, at ¥4.4 million (US\$55,000) and was representative in the country's income distribution. 16.6% of those who earned at least ¥1 million (US\$12,500) were aged 40-44.

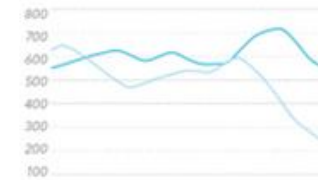
- Japan's social class distribution is skewed towards the lower end, accounting for the largest share of the population in 2011 respectively. However, the gap between the rich and poor worsened during the 2006-2009 period. Job security amid the economic downturn shrank slightly from 31.4% of the population in 2006 to 30.8% in 2009.

## Saudi Arabia in 2030: The Future Demographic

Future Demographics | 11 Mar 2013

### SAUDI ARABIA IN 2030 Population shift

Population Age Shift: 2012-2030  
'000, by age



Population Growth: 2012-2030  
by age group, % growth



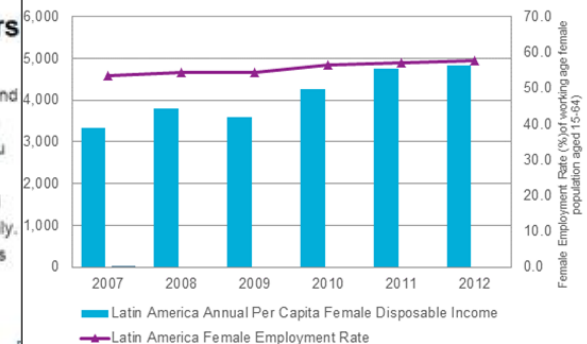
## Rise in Female Employment and Education Driving Discretionary Spending in Emerging Markets

Opinion | 31 May 2013

More and more governments globally are prioritising female education and encouraging more women into the workplace. This is recognition of the negative impact low female employment rates can have on a country's labour productivity and competitiveness. The rise in working women especially in emerging markets is increasing incomes and driving sales of discretionary consumer goods particularly those targeting females, which is compensating for ailing sales in mature markets.

Female Employment Rates and Annual Disposable Income per Capita in Latin America: 2007/2012

% of working age female population aged 15-64/ US\$ y-o-y exchange rates



## Going 'Glocal' in The Americas: Why Local Preferences are Critical to Reaching Consumers

Article | 14 Jan 2013

Adapting global brands to local customs and preferences is the key to success (and survival) for more firms around the globe. American multinational companies such as McDonald's and Starbucks pioneered the trend towards 'glocal' (a portmanteau of globalization and localisation) practices as a method for expansion. Thus, the former company created the Maharaja Mac (made of lamb meat) for India; the Ebi Fillet-O (made of shrimp) in Japan and a whole line of 100% Italian products, McItaly. The trend evolved in the Americas, with global brands adapting to new consumers in emerging nations who demand respect to their traditions and identity, while a reverse process is taking place in Canada and the USA: new ideas inspired by Latin American customs (and other parts of the emerging world) are reaching the market.

# Все данные по индустрии и особенностях деятельности

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Non-store retailing continues to grow >

Luxury goods is expected to see modest growth >

**KEY TRENDS AND DEVELOPMENTS** >

Abenomics boosts sales of luxury goods >

International visitors to Japan become key consumers of luxury goods >

Global luxury brands increase their retail prices >

## Luxury Goods in Japan

Industry Overview | 26 Mar 2014

### EXECUTIVE SUMMARY

**Abenomics boosts sales of luxury goods**

The Japanese luxury goods market experienced another strong year in 2013. Sales of luxury goods in luxury department stores saw rapid growth, as consumer confidence increased thanks to the gains in stock prices on the Tokyo Stock Exchange.

Affluent consumers are driving demand for luxury goods, particularly jewellery and timepieces.

The yen weakened considerably against both the US dollar and the euro since Prime Minister Shinzo Abe promised to implement economic policies which feature bold monetary easing and fiscal stimulus. Within a year of the election of Prime Minister Abe, the yen depreciated against the US dollar from 80 to 100 yen.

Although the weakening yen benefited export-oriented businesses, it pushed up raw materials costs and the prices of imported goods. To combat this, global luxury brands took the action of raising the prices of some of their products to reduce their exposure to exchange rate fluctuations and manage the rising raw materials costs.

International visitors to Japan become key consumers of luxury goods

Global luxury brands increase their retail prices

Louis Vuitton, other

### MARKET DATA

Table 1 Sales of Luxury Goods by Category: Value 2008-2013

¥ billion	2008	2009	2010	2011	2012	2013
Designer Apparel (Ready-to-Wear)	1,259.6	1,113.4	1,086.9	1,080.8	1,125.4	1,147.3
Fine Wines/Champagne and Spirits	329.3	326.3	318.5	316.0	331.6	338.8
Luxury Accessories	348.6	322.3	324.1	324.2	340.0	353.1
Luxury Electronic Gadgets						
Luxury Jewellery and Timepieces						
Luxury Travel Goods						
Luxury Cigars						
Luxury Writing Instruments						
Super Premium Beauty Care						
Luxury Goods						

Source: Euromonitor International company research, stored in the Euromonitor database

© Euromonitor International

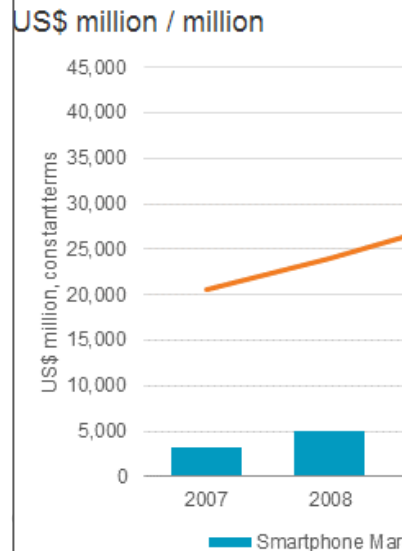
# Анализ изменяющихся трендов

## Forthcoming 4G Mobile Broadband to Change China Forever

Article | 26 Apr 2013

As China starts to develop the world's largest high-speed mobile phone broadband Internet 4G network, set to launch at end-2013, it could unlock huge potential in the country's under-served territories. Already the largest smartphone market globally, China's 4G will boost the online segments, providing opportunities for businesses while raising consumer connectivity. Nonetheless, smartphones are a barrier for low-income homes while there is a lack of 4G-enabled handsets on the market.

### China's Smartphone Market Retail Value and Mobile Phone Subscriptions 2012



	'000	2000	2005	2010	2015	2020	2025	2030
0-4		38,748	38,985	38,261	37,279	36,358	34,030	32,263
5-9		50,800	45,016	39,992	38,511	37,075	36,298	33,780
10-14		68,818	56,288	43,643	40,020	38,394	36,940	36,112
15-19		51,891	58,441	45,997	42,277	39,875	38,236	36,736
20-24		44,277	39,002	54,623	43,128	42,040	39,638	37,960
25-29		56,943	42,069	44,961	55,890	42,776	41,687	39,249
30-34		63,886	55,471	43,767	45,612	55,384	42,374	41,237
35-39		56,323	63,438	57,683	43,977	45,202	54,897	41,953
40-44		43,281	57,158	65,888	58,095	43,668	44,887	54,489
45-49		45,722	44,926	59,876	65,574	57,741	43,423	44,628
50-54		34,242	48,585	44,572	59,396	65,057	57,320	43,142
55-59		25,244	36,076	47,814	43,759	58,466	64,146	56,599
60-64		22,750	26,722	34,682	45,568	42,156	56,645	62,406
65-69		18,601	22,326	23,827	31,538	42,318	39,240	53,403
70-74		13,100	17,478	18,972	20,279	27,324	37,086	34,635
75-79		7,563	10,586	13,024	14,342	15,810	21,631	29,910
80+		4,732	7,193	8,890	14,028	19,477	24,794	33,750
TOTAL		646,920	669,760	686,470	699,273	709,118	713,271	712,251
Median Age		30.9	35.0	37.9	40.3	42.0	43.6	45.3

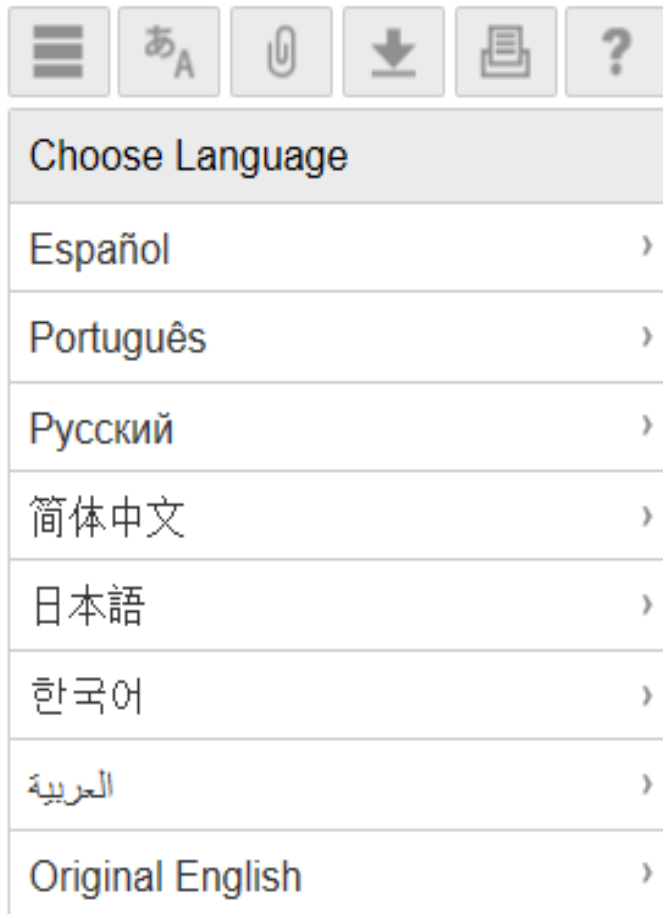
## Radical Thinking in the Tobacco Industry - Game Changers and Category Killers

Opinion | 22 Apr 2014

It is not new to forecast the end of the tobacco industry. A couple of years ago an investment bank circular created more than few tobacco media ripples by projections based on falling smoking prevalence which calculated the dates at which prevalence would

at Euromonitor International did the last smoker in the US would light up in calculations projecting forward using s in cigarette volumes over the previous \$0 the Japanese market, for example, ver no analyst would forecast a market use consumers are never so neither are consumer markets. sometimes quickly because tastes and rursor to actual change is changed ry, to a greater extent than most other

## Возможность перевода на иностранные языки



## Cuidado do animal de es Chile

Vista geral da indústria | 25 Jul 2014

### SUMÁRIO EXECUTIVO

#### Vendas impulsionando da economia forte

Historicamente o desemprego baixo as well  
consumidor forte continuou a abastecer o cr  
do cuidado do animal de estimação no Chile  
sentem cada vez mais confortáveis tratando  
estimação não somente a um alimento mais  
também a uns snacks e a uns acessórios co  
financeiras para strengthen. A demanda leva  
investimento no mercado por empresa dome  
como a tentativa destes jogadores para mor