

# 2021 Digital Consumer Index: Pinpointing the Most Promising Digital Opportunities

April 2021

[Table of Contents](#)

## INTRODUCTION

About the report

Key findings

## INTRODUCING THE DIGITAL CONSUMER INDEX

COVID-19 has underscored the importance of internet access

Greater digital inclusion doubles global internet population

Gaps in smartphone possession and internet access via mobile

Connectivity driving both remote and in-person digital engagement

Digital maturity creates pressing need for market prioritisation

Introducing Euromonitor International's Digital Consumer Index

## UNCOVERING WHERE TO PLACE DIGITAL BETS

The internet is the world's largest connector

Access to quality mobile internet essential for improved connectivity

Middle East and Africa and Latin America lag on connectivity

Poland makes the biggest strides on connectivity

Noticeable shifts in leading markets with the rise of China

Nigeria to show progress in connectivity, India to leap in ranks

Japan and Australia to lead developed markets in connectivity

UAE to lead across all connectivity indices

## IDENTIFYING KEY E-COMMERCE OPPORTUNITIES

South Korea continues to lead the Digital Consumer Index

Western Europe dominates developed markets

Several emerging markets aim to follow the trail of leaders

Forecast rankings will continue to see developed market dominance

Emerging markets make noticeable strides in connected commerce

South Korea to lead Digital Consumer Index forecast rankings

Key leaders to watch on the forecast Digital Consumer Index

Key laggards of note on the forecast Digital Consumer Index

## 10 MARKETS TO WATCH

China to post the highest absolute growth in e-commerce

Penetration in second-tier cities to increase opportunities in India

Mexico set to be the fifth largest emerging digital consumer market

Saudi Arabia lays groundwork for robust digital commerce

Turkey eager to bank on investment to secure digital opportunities

Russia to make biggest stride on digitalisation in Eastern Europe

US to be second leading digital consumer market globally

Czech Republic will make biggest leap among developed markets

UK to continue leading European markets

Improvement in digital commerce experience for Norwegians

## KEY TAKEAWAYS

Key digital connectivity takeaways from the index

## KEY TAKEAWAYS

Key digital commerce takeaways from the index

## APPENDIX

Methodology for the Digital Consumer Index (1)

Methodology for the Digital Consumer Index (2)

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/2021-digital-consumer-index-pinpointing-the-most-promising-digital-opportunities/report](https://www.euromonitor.com/2021-digital-consumer-index-pinpointing-the-most-promising-digital-opportunities/report).