

# Top Consumer Cities 2021: Where to Look for Opportunities?

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## INTRODUCTION

Scope

Key findings

Key findings (cont.)

## GLOBAL OVERVIEW

Top 100 cities: key contributors to future opportunities

Top 20 cities: US a consumer paradise, but opportunities exist elsewhere

World's top 20 consumer cities mainly large, with 2-5 million inhabitants

## NORTH AMERICA

North America's top 10 consumer cities 2021

US cities dominate in terms of consumer spending, wealth and economy

Austin, TX: large city with young, dynamic and tech-savvy population

Dallas, TX: very large but affordable and growing city

Washington, DC: high proportion of wealthy consumers

## ASIA PACIFIC

Asia Pacific's top 10 consumer cities 2021

Asia Pacific: cities lead in wealth, labour and transport

Kuala Lumpur: booming city with growing high-income population

Jinan: large city with exceptionally high digitalisation rate

Wenzhou: a manufacturing powerhouse with high wealth potential

## MIDDLE EAST AND NORTH AFRICA

Middle East and North Africa (MENA) top 10 consumer cities 2021

MENA's top 20 cities: highest ranks in digital consumers globally

Manama, Bahrain: medium sized city strong in digital consumers

Doha, Qatar: strong future growth and boost from FIFA 2022

Dubai: large, digitally-savvy and wealthy population

## WESTERN EUROPE

Western Europe's top 10 consumer cities 2021

Western Europe: some of the most attractive digital consumer markets

Stockholm: large and growing city with strong middle class

Dublin: medium sized city with thriving economy and large households

Copenhagen: high housing costs but a happy population

## LATIN AMERICA

Latin America's top 10 consumer cities 2021

Latin America: cities with growing populations and decent wealth ranks

Panama City, Panama: mid-sized city with high and fast growing income

Santiago, Chile: growing income and numerous wealthy households

Santo Domingo, DR: large and expanding city, but relatively low incomes

## AUSTRALASIA

Australasia's top 10 consumer cities 2021

Australasia: leads in population and durables possession categories

Melbourne: high-income city with a huge number of wealthy households

Auckland: growing and wealthy city, with high scores standard of living

Sydney: a smart, tech-savvy city with a productive labour pool

## SUB-SAHARAN AFRICA

Sub-Saharan Africa top 10 consumer cities 2021

Sub-Saharan Africa: global dominance in large and growing populations

Abidjan (Côte d'Ivoire): city with a fast-growing population

Johannesburg: offers high number of wealthy consumers regionally

Nairobi: a vital commercial and financial metropolis in East Africa

## EASTERN EUROPE

Eastern Europe top 10 consumer cities 2021

Eastern Europe: Mediocre global rankings in all areas

Prague: stable birth rate and high number of wealthy consumers

Bucharest: a city with a strong digital consumer base

Moscow: city with the strongest luxury consumer potential in the region

## METHODOLOGY

The City Scorecard methodology

The City Scorecard methodology (cont.)

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