

---

# Regional Growth Markets

**2008**

---

*1st edition*

---

---

# Summary of Contents

---

	<b>Introduction</b> .....	<b>1</b>
Chapter 2	<b>Western Europe</b> .....	<b>13</b>
Chapter 3	<b>Eastern Europe</b> .....	<b>107</b>
Chapter 4	<b>Asia-Pacific</b> .....	<b>203</b>
Chapter 5	<b>Latin America</b> .....	<b>297</b>
Chapter 6	<b>Africa and the Middle East</b> .....	<b>391</b>

# Table of Contents

<b>Introduction</b> .....	<b>1</b>
<b>Foreword</b> .....	<b>3</b>
<b>Guide to Using This Handbook</b> .....	<b>5</b>
Scope of the Book .....	5
Subject Coverage .....	5
Data Coverage .....	7
Country Coverage .....	8
Sources .....	9
List of Abbreviations .....	12

## Chapter 2

<b>Western Europe</b> .....	<b>13</b>
<b>Western Europe</b> .....	<b>15</b>
Summary .....	15
Economic Performance .....	15
Demographic Trends .....	17
Growth Drivers .....	18
Negative Factors .....	19
Economic Prospects .....	21
Evaluation of Market Potential .....	21
Table 2.1 - Top Ten Western European Growth Markets: Economic Indicators 2002-2007 .....	22
Table 2.2 - Top Ten Western European Growth Markets: Demographic Profiles 2002-2007 .....	23
Table 2.3 - Top Ten Western European Growth Markets: Living Standards 2007 .....	23
Chart 2.1 Per Capita GDP 2007 Compared with Real GDP Growth 2002-2007 .....	24
Chart 2.2 Growth in Employment and Real Disposable Income 2002-2007 .....	24
Chart 2.3 Population Growth Trends by Broad Age Band 2002-2007 .....	25
Chart 2.4 Possession of Personal Computers Compared with Satellite TV Systems 2007 .....	25
<b>Population</b> .....	<b>26</b>
Table 2.4 - Total Population: National Estimates at Mid-Year 1980-2007 .....	26
Table 2.4 - Total Population: National Estimates at Mid-Year 1980-2007 (continued) .....	26
Table 2.5 - Total Population: National Estimates at January 1st 1980-2007 .....	26
Table 2.5 - Total Population: National Estimates at January 1st 1980-2007 (continued) .....	27
Table 2.6 - Population Aged 0-14 at January 1st 2007 .....	27
Table 2.7 - Population Aged 15-64 at January 1st 2007 .....	27
Table 2.8 - Population Aged 65+ at January 1st 2007 .....	28
Table 2.9 - Male Population: January 1st 1980-2007 .....	28
Table 2.9 - Male Population: January 1st 1980-2007 (continued) .....	28
Table 2.10 - Male Population Aged 0-14 at January 1st 2007 .....	29
Table 2.11 - Male Population Aged 15-64 at January 1st 2007 .....	29
Table 2.12 - Male Population Aged 65+ at January 1st 2007 .....	29
Table 2.13 - Female Population: January 1st 1980-2007 .....	30
Table 2.13 - Female Population: January 1st 1980-2007 (continued) .....	30
Table 2.14 - Female Population Aged 0-14 at January 1st 2007 .....	30
Table 2.15 - Female Population Aged 15-64 at January 1st 2007 .....	31
Table 2.16 - Female Population Aged 65+ at January 1st 2007 .....	31
Table 2.17 - Median Age of Population 1980-2007 .....	31
Table 2.18 - Number of Live Births 1980-2007 .....	32
Table 2.19 - Birth Rates 1980-2007 .....	32
Table 2.20 - Number of Deaths 1980-2007 .....	32
Table 2.21 - Death Rates 1980-2007 .....	33
Table 2.22 - Marriage Rates 1980-2007 .....	33
Table 2.23 - Divorce Rates 1980-2007 .....	33
Table 2.24 - Fertility Rates 2001-2007 .....	34
Table 2.25 - Mean Ages at Childbirth and First Marriage 1995-2007 .....	34
Table 2.26 - Number of Pensioners 1980-2007 .....	34
Table 2.27 - Population by Marital Status 2007 .....	35

Table 2.28 - Population by Educational Attainment 2007	35
Table 2.29 - Population by Urban/Rural Split 2007	35
Table 2.30 - Population Density and Land Area 1995/2000/2007	36
Table 2.31 - Net Migration 1980-2007	36
Table 2.32 - Number of Foreign Citizens 1980-2007	36
<b>Economic Indicators</b>	<b>37</b>
Table 2.33 - Trends in Total GDP (National Currencies) 1980-2007	37
Table 2.33 - Trends in Total GDP (National Currencies) 1980-2007 (continued)	37
Table 2.34 - GDP by Origin 2007	37
Table 2.34 - GDP by Origin 2007 (continued)	38
Table 2.35 - GDP by Usage 2007	38
Table 2.36 - GDP Measured at Purchasing Power Parity 2001-2007	38
Table 2.37 - Real GDP Growth 1980-2007	39
Table 2.38 - Trends in Total GNP (National Currencies) 1980-2007	39
Table 2.38 - Trends in Total GNP (National Currencies) 1980-2007 (continued)	39
Table 2.39 - Trends in Money Supply 1980-2007	40
Table 2.40 - Annual Rates of Inflation 1980-2007	40
Table 2.41 - Trends in Public Consumption 1980-2007	40
Table 2.42 - Trends in Private Consumption 1980-2007	41
Table 2.43 - Government Finance 2007	41
Table 2.44 - Government Expenditure by Category 2007	41
Table 2.44 - Government Expenditure by Category 2007 (continued)	42
Table 2.45 - US\$ Exchange Rates 1980-2007	42
<b>Banking and Finance</b>	<b>42</b>
Table 2.46 - Lending Rates 1980-2007	42
Table 2.47 - Reserves of Deposit Money Banks 1980-2007	43
Table 2.48 - Assets of Deposit Banks 1980-2007	43
Table 2.49 - Liabilities of Deposit Banks 1980-2007	43
Table 2.50 - Bank Claims on the Private Sector 1980-2007	44
<b>External Trade</b>	<b>44</b>
Table 2.51 - Trends in Total Imports 1980-2007	44
Table 2.51 - Trends in Total Imports 1980-2007 (continued)	44
Table 2.52 - Imports (cif) by Origin 2007	45
Table 2.53 - Imports (cif) by Commodity: SITC Classification 2007	45
Table 2.54 - Trends in Total Exports 1980-2007	45
Table 2.54 - Trends in Total Exports 1980-2007 (continued)	46
Table 2.55 - Exports (fob) by Destination 2007	46
Table 2.56 - Exports (fob) by Commodity: SITC Classification 2007	46
Table 2.57 - Trade Balance 1980-2007	47
<b>Industry</b>	<b>47</b>
Table 2.58 - Indices of General Industrial Production 1980-2007	47
Table 2.59 - Indices of Manufacturing Production 1980-2007	47
Table 2.60 - Indices of Mining Production 1980-2007	48
Table 2.61 - Metal Production by Sector 2007	48
Table 2.62 - Mineral Production by Sector 2007	48
<b>Energy</b>	<b>49</b>
Table 2.63 - Refinery Output 1990-2007	49
Table 2.64 - Primary Energy Consumption 1980-2007	49
Table 2.65 - Crude Oil 1980-2007	49
Table 2.66 - Residential Consumption of Electricity 1980-2007	50
Table 2.67 - Consumption of Liquefied Gases 2001-2007	50
Table 2.68 - Consumption of Diesel/Gasoil 2001-2007	50
<b>Labour</b>	<b>51</b>
Table 2.69 - Total Employed Population 1980-2007	51
Table 2.70 - Employed Population by Age 2007	51
Table 2.70 - Employed Population by Age 2007 (continued)	51
Table 2.71 - Employed Male Population by Age 2007	52
Table 2.71 - Employed Male Population by Age 2007 (continued)	52
Table 2.72 - Employed Female Population by Age 2007	52
Table 2.72 - Employed Female Population by Age 2007 (continued)	53
Table 2.73 - Paid Employment in Manufacturing 1980-2007	53
Table 2.74 - Employment by Activity 2007	53
Table 2.75 - Total Unemployed Population 1980-2007	54
Table 2.76 - Unemployed Population by Age 2007	54
Table 2.76 - Unemployed Population by Age 2007 (continued)	54
Table 2.77 - Unemployed Male Population by Age 2007	55
Table 2.77 - Unemployed Male Population by Age 2007 (continued)	55
Table 2.78 - Unemployed Female Population by Age 2007	55
Table 2.78 - Unemployed Female Population by Age 2007 (continued)	56
Table 2.79 - Trends in Unemployment Rate 1980-2007	56
Table 2.80 - Trends in Male Unemployment Rate 1980-2007	56
Table 2.81 - Trends in Female Unemployment Rate 1980-2007	57
Table 2.82 - Economically Active Population 1980-2007	57
Table 2.83 - Economically Active Population by Age 2007	57
Table 2.84 - Economically Active Male Population 1980-2007	58
Table 2.85 - Economically Active Male Population by Age 2007	58
Table 2.86 - Economically Active Female Population 1980-2007	58
Table 2.87 - Economically Active Female Population by Age 2007	59
Table 2.88 - Total Part-time Employees 1990-2007	59
Table 2.89 - Workers by Employment Status 2007	59
<b>Income and Earnings</b>	<b>60</b>
Table 2.90 - Annual Gross Income 1990-2007	60
Table 2.91 - Gross Income by Source 2007	60
Table 2.92 - Annual Disposable Income 1990-2007	60

Table 2.93 - Tax and Social Security Contributions 1990-2007 .....	61
<b>Consumer Expenditure .....</b>	<b>61</b>
Table 2.94 - Consumer Expenditure 1990-2007 .....	61
Table 2.94 - Consumer Expenditure 1990-2007 (continued) .....	61
Table 2.95 - Consumer Expenditure on Food and Non-alcoholic Beverages 2007 .....	62
Table 2.95 - Consumer Expenditure on Food and Non-alcoholic Beverages 2007 (continued) .....	62
Table 2.96 - Consumer Expenditure on Alcoholic Beverages and Tobacco 2007 .....	62
Table 2.97 - Consumer Expenditure on Clothing and Footwear 2007 .....	63
Table 2.98 - Consumer Expenditure on Housing 2007 .....	63
Table 2.98 - Consumer Expenditure on Housing 2007 (continued) .....	63
Table 2.99 - Consumer Expenditure on Household Goods and Services 2007 .....	64
Table 2.99 - Consumer Expenditure on Household Goods and Services 2007 (continued) .....	64
Table 2.100 - Consumer Expenditure on Transport 2007 .....	64
Table 2.101 - Consumer Expenditure on Communications 2007 .....	65
Table 2.102 - Consumer Expenditure on Leisure, Recreation and Education 2007 .....	65
Table 2.103 - Consumer Expenditure on Hotels and Catering 2007 .....	65
Table 2.104 - Consumer Expenditure on Miscellaneous Goods and Services 2007 .....	66
Table 2.105 - Consumer Expenditure on Commodity Type 2007 .....	66
<b>Retail Distribution .....</b>	<b>66</b>
Table 2.106 - Total Retail Sales 2001-2007 .....	66
Table 2.107 - Store-Based Retailer Sales by Grocery/Non-Grocery Split 2007 .....	67
Table 2.108 - Number of Store-Based Retailers by Grocery/Non-Grocery Split 2007 .....	67
Table 2.109 - Retail Sales through Grocery Retailers by Type 2007 .....	67
Table 2.110 - Number of Grocery Retailers by Type 2007 .....	68
Table 2.111 - Retail Sales through Non-Grocery Retailers by Type 2007 .....	68
Table 2.112 - Number of Non-Grocery Retailers by Type 2007 .....	68
Table 2.113 - Non-Store Retail Sales by Type 2007 .....	69
<b>Advertising, Media and Leisure .....</b>	<b>69</b>
Table 2.114 - Trends in Total Advertising Expenditure 2001-2007 .....	69
Table 2.115 - Advertising Expenditure by Medium 2007 .....	69
Table 2.116 - Press Trends 2007 .....	70
Table 2.117 - Colour Televisions in Use 1980-2007 .....	70
Table 2.118 - Colour Television Households 1980-2007 .....	70
Table 2.119 - National TV Channels 1990-2007 .....	71
Table 2.120 - Annual Cinema Trips Per Capita 1990-2007 .....	71
<b>Consumer Market Sizes .....</b>	<b>71</b>
Table 2.121 - Fresh Foods 2007 .....	71
Table 2.122 - Dairy Products and Ice Cream 2007 .....	72
Table 2.123 - Bakery Products 2007 .....	72
Table 2.124 - Packaged Food 2007 .....	72
Table 2.125 - Confectionery 2007 .....	73
Table 2.126 - Hot and Soft Drinks 2007 .....	73
Table 2.127 - Alcoholic Drinks 2007 .....	73
Table 2.128 - Household Care Products 2007 .....	74
Table 2.129 - OTC Healthcare Products 2007 .....	74
Table 2.130 - Disposable Paper Products 2007 .....	74
Table 2.131 - Cosmetics and Toiletries 2007 .....	75
Table 2.132 - Clothing and Footwear 2007 .....	75
Table 2.133 - Large Kitchen Appliances 2007 .....	75
Table 2.134 - Small Electrical Appliances 2007 .....	76
Table 2.135 - Consumer Electronics 2007 .....	76
Table 2.136 - Tobacco 2007 .....	76
Table 2.137 - Toys and Games 2007 .....	77
<b>Consumer Prices and Costs .....</b>	<b>77</b>
Table 2.138 - Index of Consumer Prices 1990-2007 .....	77
Table 2.139 - Index of Food Prices and Non-Alcoholic Beverage Prices 1990-2007 .....	77
Table 2.140 - Costs of Selected Food and Drink Items 2007 .....	78
Table 2.140 - Costs of Selected Food and Drink Items 2007 (continued) .....	78
Table 2.141 - Index of Alcoholic Beverage and Tobacco Prices 1990-2007 .....	78
Table 2.142 - Index of Clothing and Footwear Prices 1990-2007 .....	79
Table 2.143 - Index of Housing Prices 1990-2007 .....	79
Table 2.144 - Index of Household Goods and Services Prices 1990-2007 .....	79
Table 2.145 - Index of Transport Prices 1990-2007 .....	80
Table 2.146 - Index of Leisure and Recreation Prices 1990-2007 .....	80
Table 2.147 - Index of Education Prices 1990-2007 .....	80
Table 2.148 - Index of Hotels and Catering Prices 1990-2007 .....	81
Table 2.149 - Index of Miscellaneous Goods and Services Prices 1990-2007 .....	81
<b>Home Ownership .....</b>	<b>81</b>
Table 2.150 - Housing Stock 1980-2007 .....	81
Table 2.151 - New Dwellings Completed 1980-2007 .....	82
Table 2.152 - Number of Households by Tenure 2007 .....	82
Table 2.152 - Number of Households by Tenure 2007 (continued) .....	82
Table 2.153 - Number of Households by Type of Dwelling 2007 .....	83
Table 2.153 - Number of Households by Type of Dwelling 2007 (continued) .....	83
<b>Household Profiles .....</b>	<b>83</b>
Table 2.154 - Number of Households 1980-2007 .....	83
Table 2.155 - Average Number of Occupants per Household at January 1st 1980-2007 .....	84
Table 2.156 - Number of Households by Number of Persons 2007 .....	84
Table 2.156 - Number of Households by Number of Persons 2007 (continued) .....	84
Table 2.157 - Number of Households by Number of Rooms 2007 .....	85
Table 2.157 - Number of Households by Number of Rooms 2007 (continued) .....	85
Table 2.158 - Number of Households by Sex of Head of Household 2007 .....	85
Table 2.159 - Number of Households by Education of Head of Household 2007 .....	86
Table 2.160 - Number of Households by Type 2007 .....	86
Table 2.160 - Number of Households by Type 2007 (continued) .....	86

Table 2.161 - Possession of Household Durables 2007	87
Table 2.161 - Possession of Household Durables 2007 (continued)	87
Table 2.161 - Possession of Household Durables 2007 (continued)	87
<b>Health</b>	<b>88</b>
Table 2.162 - Number of Doctors 1980-2007	88
Table 2.163 - Number of Dentists 1980-2007	88
Table 2.164 - Number of Nurses 1980-2007	88
Table 2.165 - Causes of Death: Male 2007	89
Table 2.166 - Causes of Death: Female 2007	89
Table 2.167 - Government Health Expenditure as % of Total Central Government Expenditure 1990-2007	89
Table 2.168 - Life Expectancy and Healthy Life Expectancy 2007	90
Table 2.169 - Infant Mortality Rates 1980-2007	90
Table 2.170 - Legal Abortions 1980-2007	90
Table 2.171 - Obese Population (BMI 30kg/sq m or more) 1990-2007	91
<b>Crime</b>	<b>91</b>
Table 2.172 - Number of Juvenile Offenders 1990-2007	91
Table 2.173 - Number of Offences per 100,000 Inhabitants 1990-2007	91
Table 2.174 - Male Offenders (% of Total Offenders) 1995/2000/2007	92
Table 2.175 - Female Offenders (% of Total Offenders) 1995/2000/2007	92
<b>Literacy and Education</b>	<b>92</b>
Table 2.176 - Primary Education 2007	92
Table 2.177 - Secondary Education 2007	93
Table 2.178 - Higher Education 2007	93
Table 2.178 - Higher Education 2007 (continued)	93
Table 2.179 - Foreign Students in Tertiary Education in Host Countries 1990-2007	94
Table 2.180 - Foreign Students as % of all Tertiary Education Students 1990-2007	94
<b>Agricultural Resources</b>	<b>94</b>
Table 2.181 - Indices of Agricultural Output 1980-2007	94
Table 2.182 - Indices of Food Output 1980-2007	95
Table 2.183 - Land Area 2007	95
Table 2.184 - Livestock 2007	95
Table 2.185 - Production of Dairy Products and Eggs 2007	96
Table 2.186 - Production of Meat 2007	96
Table 2.187 - Production of Cereals 2007	96
Table 2.188 - Production of Selected Crops 2007	97
Table 2.189 - Forestry Production 2007	97
<b>IT and Telecommunications</b>	<b>97</b>
Table 2.190 - Telephone Lines in Use 1980-2007	97
Table 2.191 - National Telephone Calls 1980-2007	98
Table 2.192 - International Outgoing Telephone Calls 1980-2007	98
Table 2.193 - Mobile Telephone Users 2001-2007	98
Table 2.194 - Mobile Telephone Calls 1980-2007	99
Table 2.195 - Availability of Digital Main Lines 1990-2007	99
Table 2.196 - Capital Investment in Telecommunications 1980-2007	99
Table 2.197 - ISDN Subscribers 1990-2007	100
Table 2.198 - Internet Users 1990-2007	100
<b>Automotives</b>	<b>100</b>
Table 2.199 - New Registrations of Passenger Cars 1980-2007	100
Table 2.200 - Number of Commercial Vehicles in Use 1980-2007	101
Table 2.201 - Number of Two-Wheelers in Use 1980-2007	101
<b>Transport, Travel and Tourism</b>	<b>101</b>
Table 2.202 - Length of Public Railway Network Operated 1980-2007	101
Table 2.203 - Road Network 2007	102
Table 2.204 - Trends in Railway Passenger Traffic 1980-2007	102
Table 2.205 - Trends in Railway Freight Traffic 1980-2007	102
Table 2.206 - Kilometres Travelled by Road 1980-2007	103
Table 2.207 - Kilometres Travelled by Rail 1980-2007	103
Table 2.208 - Kilometres Travelled by Air 1980-2007	103
Table 2.209 - Total Tourist Arrivals 1980-2007	104
Table 2.210 - Tourist Arrivals by Method 2007	104
Table 2.211 - Total Number of Rooms in Tourist Accommodation 1990-2007	104
Table 2.212 - Hotel Bed Occupancy Rates 1990-2007	105
Table 2.213 - Total Number of Bed-Places in Tourist Accommodation 1990-2007	105
Table 2.214 - International Tourist Nights 1990-2007	105
Table 2.215 - Average Tourist Stay in Accommodation Establishments 1990-2007	106
Table 2.216 - Average Tourist Stay in the Country 1990-2007	106

## Chapter 3

<b>Eastern Europe</b>	<b>107</b>
<b>Eastern Europe</b>	<b>109</b>
Summary	109
Economic Performance	109
Demographic Trends	111
Growth Drivers	112
Negative Factors	113
Economic Prospects	115
Evaluation of Market Potential	116
Table 3.1 - Top Ten Eastern European Growth Markets: Economic Indicators 2002-2007	117

Table 3.2 - Top Ten Eastern European Growth Markets: Demographic Profiles 2002-2007	117
Table 3.3 - Top Ten Eastern European Growth Markets: Living Standards 2007	118
Chart 3.1 Per Capita GDP 2007 Compared with Real GDP Growth 2002-2007	119
Chart 3.2 Growth in Employment and Real Disposable Income 2002-2007	119
Chart 3.3 Population Growth Trends by Broad Age Band 2002-2007	120
Chart 3.4 Possession of Personal Computers Compared with Satellite TV Systems 2007	120
<b>Population</b>	<b>121</b>
Table 3.4 - Total Population: National Estimates at Mid-Year 1980-2007	121
Table 3.4 - Total Population: National Estimates at Mid-Year 1980-2007 (continued)	121
Table 3.5 - Total Population: National Estimates at January 1st 1980-2007	121
Table 3.5 - Total Population: National Estimates at January 1st 1980-2007 (continued)	122
Table 3.6 - Population Aged 0-14 at January 1st 2007	122
Table 3.7 - Population Aged 15-64 at January 1st 2007	122
Table 3.8 - Population Aged 65+ at January 1st 2007	123
Table 3.9 - Male Population: January 1st 1980-2007	123
Table 3.9 - Male Population: January 1st 1980-2007 (continued)	123
Table 3.10 - Male Population Aged 0-14 at January 1st 2007	124
Table 3.11 - Male Population Aged 15-64 at January 1st 2007	124
Table 3.12 - Male Population Aged 65+ at January 1st 2007	124
Table 3.13 - Female Population: January 1st 1980-2007	125
Table 3.13 - Female Population: January 1st 1980-2007 (continued)	125
Table 3.14 - Female Population Aged 0-14 at January 1st 2007	125
Table 3.15 - Female Population Aged 15-64 at January 1st 2007	126
Table 3.16 - Female Population Aged 65+ at January 1st 2007	126
Table 3.17 - Median Age of Population 1980-2007	126
Table 3.18 - Number of Live Births 1980-2007	127
Table 3.19 - Birth Rates 1980-2007	127
Table 3.20 - Number of Deaths 1980-2007	127
Table 3.21 - Death Rates 1980-2007	128
Table 3.22 - Marriage Rates 1980-2007	128
Table 3.23 - Divorce Rates 1980-2007	128
Table 3.24 - Fertility Rates 2001-2007	129
Table 3.25 - Mean Ages at Childbirth and First Marriage 1995-2007	129
Table 3.26 - Number of Pensioners 1980-2007	129
Table 3.27 - Population by Marital Status 2007	130
Table 3.28 - Population by Educational Attainment 2007	130
Table 3.29 - Population by Urban/Rural Split 2007	130
Table 3.30 - Population Density and Land Area 1995/2000/2007	131
Table 3.31 - Net Migration 1980-2007	131
Table 3.32 - Number of Foreign Citizens 1980-2007	131
<b>Economic Indicators</b>	<b>132</b>
Table 3.33 - Trends in Total GDP (National Currencies) 1980-2007	132
Table 3.33 - Trends in Total GDP (National Currencies) 1980-2007 (continued)	132
Table 3.34 - GDP by Origin 2007	132
Table 3.34 - GDP by Origin 2007 (continued)	133
Table 3.35 - GDP by Usage 2007	133
Table 3.36 - GDP Measured at Purchasing Power Parity 2001-2007	133
Table 3.37 - Real GDP Growth 1980-2007	134
Table 3.38 - Trends in Total GNP (National Currencies) 1980-2007	134
Table 3.38 - Trends in Total GNP (National Currencies) 1980-2007 (continued)	134
Table 3.39 - Trends in Money Supply 1980-2007	135
Table 3.40 - Annual Rates of Inflation 1980-2007	135
Table 3.41 - Trends in Public Consumption 1980-2007	135
Table 3.42 - Trends in Private Consumption 1980-2007	136
Table 3.43 - Government Finance 2007	136
Table 3.44 - Government Expenditure by Category 2007	136
Table 3.44 - Government Expenditure by Category 2007 (continued)	137
Table 3.45 - US\$ Exchange Rates 1980-2007	137
<b>Banking and Finance</b>	<b>137</b>
Table 3.46 - Lending Rates 1980-2007	137
Table 3.47 - Reserves of Deposit Money Banks 1980-2007	138
Table 3.48 - Assets of Deposit Banks 1980-2007	138
Table 3.49 - Liabilities of Deposit Banks 1980-2007	138
Table 3.50 - Bank Claims on the Private Sector 1980-2007	139
<b>External Trade</b>	<b>139</b>
Table 3.51 - Trends in Total Imports 1980-2007	139
Table 3.51 - Trends in Total Imports 1980-2007 (continued)	139
Table 3.52 - Imports (cif) by Origin 2007	140
Table 3.53 - Imports (cif) by Commodity: SITC Classification 2007	140
Table 3.54 - Trends in Total Exports 1980-2007	140
Table 3.54 - Trends in Total Exports 1980-2007 (continued)	141
Table 3.55 - Exports (fob) by Destination 2007	141
Table 3.56 - Exports (fob) by Commodity: SITC Classification 2007	141
Table 3.57 - Trade Balance 1980-2007	142
<b>Industry</b>	<b>142</b>
Table 3.58 - Indices of General Industrial Production 1980-2007	142
Table 3.59 - Indices of Manufacturing Production 1980-2007	142
Table 3.60 - Indices of Mining Production 1980-2007	143
Table 3.61 - Metal Production by Sector 2007	143
Table 3.62 - Mineral Production by Sector 2007	143
<b>Energy</b>	<b>144</b>
Table 3.63 - Refinery Output 1990-2007	144
Table 3.64 - Primary Energy Consumption 1980-2007	144
Table 3.65 - Crude Oil 1980-2007	144
Table 3.66 - Residential Consumption of Electricity 1980-2007	145

Table 3.67 - Consumption of Liquefied Gases 2001-2007	145
Table 3.68 - Consumption of Diesel/Gasoil 2001-2007	145
<b>Labour</b>	<b>146</b>
Table 3.69 - Total Employed Population 1980-2007	146
Table 3.70 - Employed Population by Age 2007	146
Table 3.70 - Employed Population by Age 2007 (continued)	146
Table 3.71 - Employed Male Population by Age 2007	147
Table 3.71 - Employed Male Population by Age 2007 (continued)	147
Table 3.72 - Employed Female Population by Age 2007	147
Table 3.72 - Employed Female Population by Age 2007 (continued)	148
Table 3.73 - Paid Employment in Manufacturing 1980-2007	148
Table 3.74 - Employment by Activity 2007	148
Table 3.75 - Total Unemployed Population 1980-2007	149
Table 3.76 - Unemployed Population by Age 2007	149
Table 3.76 - Unemployed Population by Age 2007 (continued)	149
Table 3.77 - Unemployed Male Population by Age 2007	150
Table 3.77 - Unemployed Male Population by Age 2007 (continued)	150
Table 3.78 - Unemployed Female Population by Age 2007	150
Table 3.78 - Unemployed Female Population by Age 2007 (continued)	151
Table 3.79 - Trends in Unemployment Rate 1980-2007	151
Table 3.80 - Trends in Male Unemployment Rate 1980-2007	151
Table 3.81 - Trends in Female Unemployment Rate 1980-2007	152
Table 3.82 - Economically Active Population 1980-2007	152
Table 3.83 - Economically Active Population by Age 2007	152
Table 3.84 - Economically Active Male Population 1980-2007	153
Table 3.85 - Economically Active Male Population by Age 2007	153
Table 3.86 - Economically Active Female Population 1980-2007	153
Table 3.87 - Economically Active Female Population by Age 2007	154
Table 3.88 - Total Part-time Employees 1990-2007	154
Table 3.89 - Workers by Employment Status 2007	154
<b>Income and Earnings</b>	<b>155</b>
Table 3.90 - Annual Gross Income 1990-2007	155
Table 3.91 - Gross Income by Source 2007	155
Table 3.92 - Annual Disposable Income 1990-2007	155
Table 3.93 - Tax and Social Security Contributions 1990-2007	156
<b>Consumer Expenditure</b>	<b>156</b>
Table 3.94 - Consumer Expenditure 1990-2007	156
Table 3.94 - Consumer Expenditure 1990-2007 (continued)	156
Table 3.95 - Consumer Expenditure on Food and Non-alcoholic Beverages 2007	157
Table 3.95 - Consumer Expenditure on Food and Non-alcoholic Beverages 2007 (continued)	157
Table 3.96 - Consumer Expenditure on Alcoholic Beverages and Tobacco 2007	157
Table 3.97 - Consumer Expenditure on Clothing and Footwear 2007	158
Table 3.98 - Consumer Expenditure on Housing 2007	158
Table 3.98 - Consumer Expenditure on Housing 2007 (continued)	158
Table 3.99 - Consumer Expenditure on Household Goods and Services 2007	159
Table 3.99 - Consumer Expenditure on Household Goods and Services 2007 (continued)	159
Table 3.100 - Consumer Expenditure on Transport 2007	159
Table 3.101 - Consumer Expenditure on Communications 2007	160
Table 3.102 - Consumer Expenditure on Leisure, Recreation and Education 2007	160
Table 3.103 - Consumer Expenditure on Hotels and Catering 2007	160
Table 3.104 - Consumer Expenditure on Miscellaneous Goods and Services 2007	161
Table 3.105 - Consumer Expenditure on Commodity Type 2007	161
<b>Retail Distribution</b>	<b>161</b>
Table 3.106 - Total Retail Sales 2001-2007	161
Table 3.107 - Store-Based Retailer Sales by Grocery/Non-Grocery Split 2007	162
Table 3.108 - Number of Store-Based Retailers by Grocery/Non-Grocery Split 2007	162
Table 3.109 - Retail Sales through Grocery Retailers by Type 2007	162
Table 3.110 - Number of Grocery Retailers by Type 2007	163
Table 3.111 - Retail Sales through Non-Grocery Retailers by Type 2007	163
Table 3.112 - Number of Non-Grocery Retailers by Type 2007	163
Table 3.113 - Non-Store Retail Sales by Type 2007	164
<b>Advertising, Media and Leisure</b>	<b>164</b>
Table 3.114 - Trends in Total Advertising Expenditure 2001-2007	164
Table 3.115 - Advertising Expenditure by Medium 2007	164
Table 3.116 - Press Trends 2007	165
Table 3.117 - Colour Televisions in Use 1980-2007	165
Table 3.118 - Colour Television Households 1980-2007	165
Table 3.119 - National TV Channels 1990-2007	166
Table 3.120 - Annual Cinema Trips Per Capita 1990-2007	166
<b>Consumer Market Sizes</b>	<b>166</b>
Table 3.121 - Fresh Foods 2007	166
Table 3.122 - Dairy Products and Ice Cream 2007	167
Table 3.123 - Bakery Products 2007	167
Table 3.124 - Packaged Food 2007	167
Table 3.125 - Confectionery 2007	168
Table 3.126 - Hot and Soft Drinks 2007	168
Table 3.127 - Alcoholic Drinks 2007	168
Table 3.128 - Household Care Products 2007	169
Table 3.129 - OTC Healthcare Products 2007	169
Table 3.130 - Disposable Paper Products 2007	169
Table 3.131 - Cosmetics and Toiletries 2007	170
Table 3.132 - Clothing and Footwear 2007	170
Table 3.133 - Large Kitchen Appliances 2007	170
Table 3.134 - Small Electrical Appliances 2007	171
Table 3.135 - Consumer Electronics 2007	171

Table 5.216 - Average Tourist Stay in the Country 1990-2007 .....	390
---	-----

## Chapter 6

<b>Africa and the Middle East .....</b>	<b>391</b>
<b>Africa and the Middle East .....</b>	<b>393</b>
Summary .....	393
Economic Performance .....	393
Demographic Trends .....	396
Growth Drivers .....	396
Negative Factors .....	398
Economic Prospects .....	399
Evaluation of Market Potential .....	399
Table 6.1 - Top Ten African And Middle Eastern Growth Markets: Economic Indicators 2002-2007 .....	400
Table 6.2 - Top Ten African And Middle Eastern Growth Markets: Demographic Profiles 2002-2007 .....	401
Table 6.3 - Top Ten African And Middle Eastern Growth Markets: Living Standards 2007 .....	401
Chart 6.1 Per Capita GDP 2007 Compared with Real GDP Growth 2002-2007 .....	402
Chart 6.2 Growth in Employment and Real Disposable Income 2002-2007 .....	402
Chart 6.3 Population Growth Trends by Broad Age Band 2002-2007 .....	403
Chart 6.4 Possession of Personal Computers Compared with Satellite TV Systems 2007 .....	403
<b>Population .....</b>	<b>404</b>
Table 6.4 - Total Population: National Estimates at Mid-Year 1980-2007 .....	404
Table 6.4 - Total Population: National Estimates at Mid-Year 1980-2007 (continued) .....	404
Table 6.5 - Total Population: National Estimates at January 1st 1980-2007 .....	404
Table 6.5 - Total Population: National Estimates at January 1st 1980-2007 (continued) .....	405
Table 6.6 - Population Aged 0-14 at January 1st 2007 .....	405
Table 6.7 - Population Aged 15-64 at January 1st 2007 .....	405
Table 6.8 - Population Aged 65+ at January 1st 2007 .....	406
Table 6.9 - Male Population: January 1st 1980-2007 .....	406
Table 6.9 - Male Population: January 1st 1980-2007 (continued) .....	406
Table 6.10 - Male Population Aged 0-14 at January 1st 2007 .....	407
Table 6.11 - Male Population Aged 15-64 at January 1st 2007 .....	407
Table 6.12 - Male Population Aged 65+ at January 1st 2007 .....	407
Table 6.13 - Female Population: January 1st 1980-2007 .....	408
Table 6.13 - Female Population: January 1st 1980-2007 (continued) .....	408
Table 6.14 - Female Population Aged 0-14 at January 1st 2007 .....	408
Table 6.15 - Female Population Aged 15-64 at January 1st 2007 .....	409
Table 6.16 - Female Population Aged 65+ at January 1st 2007 .....	409
Table 6.17 - Median Age of Population 1980-2007 .....	409
Table 6.18 - Number of Live Births 1980-2007 .....	410
Table 6.19 - Birth Rates 1980-2007 .....	410
Table 6.20 - Number of Deaths 1980-2007 .....	410
Table 6.21 - Death Rates 1980-2007 .....	411
Table 6.22 - Marriage Rates 1980-2007 .....	411
Table 6.23 - Divorce Rates 1980-2007 .....	411
Table 6.24 - Fertility Rates 2001-2007 .....	412
Table 6.25 - Mean Ages at Childbirth and First Marriage 1995-2007 .....	412
Table 6.26 - Number of Pensioners 1980-2007 .....	412
Table 6.27 - Population by Marital Status 2007 .....	413
Table 6.28 - Population by Educational Attainment 2007 .....	413
Table 6.29 - Population by Urban/Rural Split 2007 .....	413
Table 6.30 - Population Density and Land Area 1995/2000/2007 .....	414
Table 6.31 - Net Migration 1980-2007 .....	414
Table 6.32 - Number of Foreign Citizens 1980-2007 .....	414
<b>Economic Indicators .....</b>	<b>415</b>
Table 6.33 - Trends in Total GDP (National Currencies) 1980-2007 .....	415
Table 6.33 - Trends in Total GDP (National Currencies) 1980-2007 (continued) .....	415
Table 6.34 - GDP by Origin 2007 .....	415
Table 6.34 - GDP by Origin 2007 (continued) .....	416
Table 6.35 - GDP by Usage 2007 .....	416
Table 6.36 - GDP Measured at Purchasing Power Parity 2001-2007 .....	416
Table 6.37 - Real GDP Growth 1980-2007 .....	417
Table 6.38 - Trends in Total GNP (National Currencies) 1980-2007 .....	417
Table 6.38 - Trends in Total GNP (National Currencies) 1980-2007 (continued) .....	417
Table 6.39 - Trends in Money Supply 1980-2007 .....	418
Table 6.40 - Annual Rates of Inflation 1980-2007 .....	418
Table 6.41 - Trends in Public Consumption 1980-2007 .....	418
Table 6.42 - Trends in Private Consumption 1980-2007 .....	419
Table 6.43 - Government Finance 2007 .....	419
Table 6.44 - Government Expenditure by Category 2007 .....	419
Table 6.44 - Government Expenditure by Category 2007 (continued) .....	420
Table 6.45 - US\$ Exchange Rates 1980-2007 .....	420
<b>Banking and Finance .....</b>	<b>420</b>
Table 6.46 - Lending Rates 1980-2007 .....	420
Table 6.47 - Reserves of Deposit Money Banks 1980-2007 .....	421
Table 6.48 - Assets of Deposit Banks 1980-2007 .....	421
Table 6.49 - Liabilities of Deposit Banks 1980-2007 .....	421
Table 6.50 - Bank Claims on the Private Sector 1980-2007 .....	422
<b>External Trade .....</b>	<b>422</b>
Table 6.51 - Trends in Total Imports 1980-2007 .....	422

Table 6.51 - Trends in Total Imports 1980-2007 ( <i>continued</i> )	422
Table 6.52 - Imports (cif) by Origin 2007	423
Table 6.53 - Imports (cif) by Commodity: SITC Classification 2007	423
Table 6.54 - Trends in Total Exports 1980-2007	423
Table 6.54 - Trends in Total Exports 1980-2007 ( <i>continued</i> )	424
Table 6.55 - Exports (fob) by Destination 2007	424
Table 6.56 - Exports (fob) by Commodity: SITC Classification 2007	424
Table 6.57 - Trade Balance 1980-2007	425
<b>Industry</b>	<b>425</b>
Table 6.58 - Indices of General Industrial Production 1980-2007	425
Table 6.59 - Indices of Manufacturing Production 1980-2007	425
Table 6.60 - Indices of Mining Production 1980-2007	426
Table 6.61 - Metal Production by Sector 2007	426
Table 6.62 - Mineral Production by Sector 2007	426
<b>Energy</b>	<b>427</b>
Table 6.63 - Refinery Output 1990-2007	427
Table 6.64 - Primary Energy Consumption 1980-2007	427
Table 6.65 - Crude Oil 1980-2007	427
Table 6.66 - Residential Consumption of Electricity 1980-2007	428
Table 6.67 - Consumption of Liquefied Gases 2001-2007	428
Table 6.68 - Consumption of Diesel/Gasoil 2001-2007	428
<b>Labour</b>	<b>429</b>
Table 6.69 - Total Employed Population 1980-2007	429
Table 6.70 - Employed Population by Age 2007	429
Table 6.70 - Employed Population by Age 2007 ( <i>continued</i> )	429
Table 6.71 - Employed Male Population by Age 2007	430
Table 6.71 - Employed Male Population by Age 2007 ( <i>continued</i> )	430
Table 6.72 - Employed Female Population by Age 2007	430
Table 6.72 - Employed Female Population by Age 2007 ( <i>continued</i> )	431
Table 6.73 - Paid Employment in Manufacturing 1980-2007	431
Table 6.74 - Employment by Activity 2007	431
Table 6.75 - Total Unemployed Population 1980-2007	432
Table 6.76 - Unemployed Population by Age 2007	432
Table 6.76 - Unemployed Population by Age 2007 ( <i>continued</i> )	432
Table 6.77 - Unemployed Male Population by Age 2007	433
Table 6.77 - Unemployed Male Population by Age 2007 ( <i>continued</i> )	433
Table 6.78 - Unemployed Female Population by Age 2007	433
Table 6.78 - Unemployed Female Population by Age 2007 ( <i>continued</i> )	434
Table 6.79 - Trends in Unemployment Rate 1980-2007	434
Table 6.80 - Trends in Male Unemployment Rate 1980-2007	434
Table 6.81 - Trends in Female Unemployment Rate 1980-2007	435
Table 6.82 - Economically Active Population 1980-2007	435
Table 6.83 - Economically Active Population by Age 2007	435
Table 6.84 - Economically Active Male Population 1980-2007	436
Table 6.85 - Economically Active Male Population by Age 2007	436
Table 6.86 - Economically Active Female Population 1980-2007	436
Table 6.87 - Economically Active Female Population by Age 2007	437
Table 6.88 - Total Part-time Employees 1990-2007	437
Table 6.89 - Workers by Employment Status 2007	437
<b>Income and Earnings</b>	<b>438</b>
Table 6.90 - Annual Gross Income 1990-2007	438
Table 6.91 - Gross Income by Source 2007	438
Table 6.92 - Annual Disposable Income 1990-2007	438
Table 6.93 - Tax and Social Security Contributions 1990-2007	439
<b>Consumer Expenditure</b>	<b>439</b>
Table 6.94 - Consumer Expenditure 1990-2007	439
Table 6.94 - Consumer Expenditure 1990-2007 ( <i>continued</i> )	439
Table 6.95 - Consumer Expenditure on Food and Non-alcoholic Beverages 2007	440
Table 6.95 - Consumer Expenditure on Food and Non-alcoholic Beverages 2007 ( <i>continued</i> )	440
Table 6.96 - Consumer Expenditure on Alcoholic Beverages and Tobacco 2007	440
Table 6.97 - Consumer Expenditure on Clothing and Footwear 2007	441
Table 6.98 - Consumer Expenditure on Housing 2007	441
Table 6.98 - Consumer Expenditure on Housing 2007 ( <i>continued</i> )	441
Table 6.99 - Consumer Expenditure on Household Goods and Services 2007	442
Table 6.99 - Consumer Expenditure on Household Goods and Services 2007 ( <i>continued</i> )	442
Table 6.100 - Consumer Expenditure on Transport 2007	442
Table 6.101 - Consumer Expenditure on Communications 2007	443
Table 6.102 - Consumer Expenditure on Leisure, Recreation and Education 2007	443
Table 6.103 - Consumer Expenditure on Hotels and Catering 2007	443
Table 6.104 - Consumer Expenditure on Miscellaneous Goods and Services 2007	444
Table 6.105 - Consumer Expenditure on Commodity Type 2007	444
<b>Retail Distribution</b>	<b>444</b>
Table 6.106 - Total Retail Sales 2001-2007	444
Table 6.107 - Store-Based Retailer Sales by Grocery/Non-Grocery Split 2007	445
Table 6.108 - Number of Store-Based Retailers by Grocery/Non-Grocery Split 2007	445
Table 6.109 - Retail Sales through Grocery Retailers by Type 2007	445
Table 6.110 - Number of Grocery Retailers by Type 2007	446
Table 6.111 - Retail Sales through Non-Grocery Retailers by Type 2007	446
Table 6.112 - Number of Non-Grocery Retailers by Type 2007	446
Table 6.113 - Non-Store Retail Sales by Type 2007	447
<b>Advertising, Media and Leisure</b>	<b>447</b>
Table 6.114 - Trends in Total Advertising Expenditure 2001-2007	447
Table 6.115 - Advertising Expenditure by Medium 2007	447
Table 6.116 - Press Trends 2007	448
Table 6.117 - Colour Televisions in Use 1980-2007	448

Table 6.118 - Colour Television Households 1980-2007	448
Table 6.119 - National TV Channels 1990-2007	449
Table 6.120 - Annual Cinema Trips Per Capita 1990-2007	449
<b>Consumer Market Sizes</b>	<b>449</b>
Table 6.121 - Fresh Foods 2007	449
Table 6.122 - Dairy Products and Ice Cream 2007	450
Table 6.123 - Bakery Products 2007	450
Table 6.124 - Packaged Food 2007	450
Table 6.125 - Confectionery 2007	451
Table 6.126 - Hot and Soft Drinks 2007	451
Table 6.127 - Alcoholic Drinks 2007	451
Table 6.128 - Household Care Products 2007	452
Table 6.129 - OTC Healthcare Products 2007	452
Table 6.130 - Disposable Paper Products 2007	452
Table 6.131 - Cosmetics and Toiletries 2007	453
Table 6.132 - Clothing and Footwear 2007	453
Table 6.133 - Large Kitchen Appliances 2007	453
Table 6.134 - Small Electrical Appliances 2007	454
Table 6.135 - Consumer Electronics 2007	454
Table 6.136 - Tobacco 2007	454
Table 6.137 - Toys and Games 2007	455
<b>Consumer Prices and Costs</b>	<b>455</b>
Table 6.138 - Index of Consumer Prices 1990-2007	455
Table 6.139 - Index of Food Prices and Non-Alcoholic Beverage Prices 1990-2007	455
Table 6.140 - Costs of Selected Food and Drink Items 2007	456
Table 6.140 - Costs of Selected Food and Drink Items 2007 (continued)	456
Table 6.141 - Index of Alcoholic Beverage and Tobacco Prices 1990-2007	456
Table 6.142 - Index of Clothing and Footwear Prices 1990-2007	457
Table 6.143 - Index of Housing Prices 1990-2007	457
Table 6.144 - Index of Household Goods and Services Prices 1990-2007	457
Table 6.145 - Index of Transport Prices 1990-2007	458
Table 6.146 - Index of Leisure and Recreation Prices 1990-2007	458
Table 6.147 - Index of Education Prices 1990-2007	458
Table 6.148 - Index of Hotels and Catering Prices 1990-2007	459
Table 6.149 - Index of Miscellaneous Goods and Services Prices 1990-2007	459
<b>Home Ownership</b>	<b>459</b>
Table 6.150 - Housing Stock 1980-2007	459
Table 6.151 - New Dwellings Completed 1980-2007	460
Table 6.152 - Number of Households by Tenure 2007	460
Table 6.152 - Number of Households by Tenure 2007 (continued)	460
Table 6.153 - Number of Households by Type of Dwelling 2007	461
Table 6.153 - Number of Households by Type of Dwelling 2007 (continued)	461
<b>Household Profiles</b>	<b>461</b>
Table 6.154 - Number of Households 1980-2007	461
Table 6.155 - Average Number of Occupants per Household at January 1st 1980-2007	462
Table 6.156 - Number of Households by Number of Persons 2007	462
Table 6.156 - Number of Households by Number of Persons 2007 (continued)	462
Table 6.157 - Number of Households by Number of Rooms 2007	463
Table 6.157 - Number of Households by Number of Rooms 2007 (continued)	463
Table 6.158 - Number of Households by Sex of Head of Household 2007	463
Table 6.159 - Number of Households by Education of Head of Household 2007	464
Table 6.160 - Number of Households by Type 2007	464
Table 6.160 - Number of Households by Type 2007 (continued)	464
Table 6.161 - Possession of Household Durables 2007	465
Table 6.161 - Possession of Household Durables 2007 (continued)	465
Table 6.161 - Possession of Household Durables 2007 (continued)	465
<b>Health</b>	<b>466</b>
Table 6.162 - Number of Doctors 1980-2007	466
Table 6.163 - Number of Dentists 1980-2007	466
Table 6.164 - Number of Nurses 1980-2007	466
Table 6.165 - Causes of Death: Male 2007	467
Table 6.166 - Causes of Death: Female 2007	467
Table 6.167 - Government Health Expenditure as % of Total Central Government Expenditure 1990-2007	467
Table 6.168 - Life Expectancy and Healthy Life Expectancy 2007	468
Table 6.169 - Infant Mortality Rates 1980-2007	468
Table 6.170 - Legal Abortions 1980-2007	468
Table 6.171 - Obese Population (BMI 30kg/sq m or more) 1990-2007	469
<b>Crime</b>	<b>469</b>
Table 6.172 - Number of Juvenile Offenders 1990-2007	469
Table 6.173 - Number of Offences per 100,000 Inhabitants 1990-2007	469
Table 6.174 - Male Offenders (% of Total Offenders) 1995/2000/2007	470
Table 6.175 - Female Offenders (% of Total Offenders) 1995/2000/2007	470
<b>Literacy and Education</b>	<b>470</b>
Table 6.176 - Primary Education 2007	470
Table 6.177 - Secondary Education 2007	471
Table 6.178 - Higher Education 2007	471
Table 6.178 - Higher Education 2007 (continued)	471
Table 6.179 - Foreign Students in Tertiary Education in Host Countries 1990-2007	472
Table 6.180 - Foreign Students as % of all Tertiary Education Students 1990-2007	472
<b>Agricultural Resources</b>	<b>472</b>
Table 6.181 - Indices of Agricultural Output 1980-2007	472
Table 6.182 - Indices of Food Output 1980-2007	473
Table 6.183 - Land Area 2007	473
Table 6.184 - Livestock 2007	473

Table 6.185 - Production of Dairy Products and Eggs 2007	474
Table 6.186 - Production of Meat 2007	474
Table 6.187 - Production of Cereals 2007	474
Table 6.188 - Production of Selected Crops 2007	475
Table 6.189 - Forestry Production 2007	475
<b>IT and Telecommunications</b>	<b>475</b>
Table 6.190 - Telephone Lines in Use 1980-2007	475
Table 6.191 - National Telephone Calls 1980-2007	476
Table 6.192 - International Outgoing Telephone Calls 1980-2007	476
Table 6.193 - Mobile Telephone Users 2001-2007	476
Table 6.194 - Mobile Telephone Calls 1980-2007	477
Table 6.195 - Availability of Digital Main Lines 1990-2007	477
Table 6.196 - Capital Investment in Telecommunications 1980-2007	477
Table 6.197 - ISDN Subscribers 1990-2007	478
Table 6.198 - Internet Users 1990-2007	478
<b>Automotives</b>	<b>478</b>
Table 6.199 - New Registrations of Passenger Cars 1980-2007	478
Table 6.200 - Number of Commercial Vehicles in Use 1980-2007	479
Table 6.201 - Number of Two-Wheelers in Use 1980-2007	479
<b>Transport, Travel and Tourism</b>	<b>479</b>
Table 6.202 - Length of Public Railway Network Operated 1980-2007	479
Table 6.203 - Road Network 2007	480
Table 6.204 - Trends in Railway Passenger Traffic 1980-2007	480
Table 6.205 - Trends in Railway Freight Traffic 1980-2007	480
Table 6.206 - Kilometres Travelled by Road 1980-2007	481
Table 6.207 - Kilometres Travelled by Rail 1980-2007	481
Table 6.208 - Kilometres Travelled by Air 1980-2007	481
Table 6.209 - Total Tourist Arrivals 1980-2007	482
Table 6.210 - Tourist Arrivals by Method 2007	482
Table 6.211 - Total Number of Rooms in Tourist Accommodation 1990-2007	482
Table 6.212 - Hotel Bed Occupancy Rates 1990-2007	483
Table 6.213 - Total Number of Bed-Places in Tourist Accommodation 1990-2007	483
Table 6.214 - International Tourist Nights 1990-2007	483
Table 6.215 - Average Tourist Stay in Accommodation Establishments 1990-2007	484
Table 6.216 - Average Tourist Stay in the Country 1990-2007	484

## Foreword

---

Regional Growth Markets 2008 is a new title from Euromonitor International which includes statistical information on the top ten growth countries in each of the following regions: Western Europe, Eastern Europe, Asia-Pacific, Latin America, and Africa and the Middle East. Country selection is based on per capita final private consumption growth in real terms weighted by total population growth over 2002-2007.

Drawing on Euromonitor International's specialised databases on consumer lifestyles and retailing as well as encompassing the many subject areas covered by European Marketing Data and Statistics (EMDAS, now in its 43rd edition), and International Marketing Data and Statistics (IMDAS, now in its 32nd edition), this first edition of Regional Growth Markets provides a wealth of detailed and up-to-date statistical information relevant to the 50 countries covered.

The data coverage of Regional Growth Markets includes a considerable number of 28-year trendings, which permit the analysis of socio-economic trends over a longer time span as a basis for forecasting. Figures for the most recent complete year (in this edition 2007) have been included for key parameters.

The data are presented in tabular form and in several sections a number of extrapolated tables have been included.

The data included in Regional Growth Markets is also accessible as part of Euromonitor International's Global Marketing Information Database (GMID) on the web.

User comments are welcomed. Also, whilst the editors have made every effort to ensure accuracy, Euromonitor International cannot accept responsibility for any errors which may have occurred.

# Western Europe

## **Summary**

Economic performance in Western Europe strengthened in 2006 and 2007 after a period of stagnation at the beginning of the century. In the latter half of 2007, growth rates began to slow due to the effects of the global credit crunch. Europe's potential growth rate is believed to be around 2%, modest by global standards.

- The top ten Western European growth countries are continuing with their focus on high-tech knowledge-based industries in order to remain competitive in the face of harsh competition from the new Eastern European EU countries and Asia. Those countries in Europe that are particularly focusing on high-skilled sectors are achieving the best economic performances. The Scandinavian countries are setting an example.
- All Western European populations are ageing rapidly. The demographic changes are having detrimental effects on the labour market and the fiscal sustainability of states. Consumer profiles will also change with time, making it essential for businesses to adjust to the higher average age of consumers.
- Currently, private consumption is a major growth driver of the top ten growth economies. For the medium- and long-term, investments in innovation and training of skilled labourers are necessary to maintain growth.
- Negative factors for growth are currently the effects of the global credit crunch as well as the cooling of the housing markets. In the medium- and long-term, the ageing of Western European populations and tough competition from Asia and Eastern Europe will put a brake on growth.
- Economic prospects are uneven in the top ten Western European growth economies. Turkey and the Nordic countries are expected to grow robustly so long as the implications of an ageing population can be addressed. Other Western European countries are likely to suffer from a further loss of competitiveness, which will dampen economic prospects.
- Turkey is without doubt the country with the greatest market potential. Turkey has potential in areas such as real estate, tourism, and knowledge-based industries. Many other Western European countries have already been growing above potential, which makes a muted growth in the future inevitable.

## **Economic Performance**

Real GDP growth of Western Europe gained momentum in 2006, after five years of sluggish growth. Average annual growth from 2001 to 2005 was only 1.7%, while it rose to 2.9% in 2006 and relaxed to 2.7% in 2007. Western Europe is dividing into those countries that can maintain competitiveness and those that are losing competitiveness and therefore lagging behind, with Turkey taking on a special role. Those countries that are open to globalisation in terms of foreign investment, research and development, and information technology are the countries that have been enjoying stable growth. The Scandinavian countries Denmark, Sweden, Norway and Finland have healthy growth rates. These countries are world leaders in information technology and standards of living. Norway, for example, has benefited from mounting oil wealth, but also from good management through effective macroeconomic policies. Italy, on the other hand, is notorious as a red-tape country with economic nationalistic tendencies; it

**Table 2.39****Trends in Money Supply 1980-2007**

National currency billion

	1980	1985	1990	1995	2001	2002	2003	2004	2005	2006	2007
Denmark	77.5	156.5	244.5	292.0	414.8	430.8	469.1	536.6	643.6	699.5	755.2
Finland	0.8	1.4	2.4	2.6	2.7	6.3	7.2	8.6	9.2	9.6	10.2
France	22.7	33.1	41.1	41.9	34.6	74.2	85.0	97.8	103.2	106.9	111.7
Greece	0.7	1.6	3.7	6.0	8.7	9.2	10.6	12.8	13.6	14.2	15.0
Italy	16.2	29.3	42.7	58.7	65.9	65.5	76.1	86.8	91.2	94.3	98.4
Norway	45.6	98.6	237.6	358.7	659.6	713.8	748.0	801.0	842.0	879.1	917.2
Spain	7.6	12.5	27.3	45.3	48.7	40.5	46.4	52.7	55.3	57.1	60.0
Sweden	33.6	46.8			716.0	731.5	775.9	937.5	1,073.5	1,204.2	1,268.7
Turkey	0.0	0.0	0.0	0.4	10.7	15.8	23.0	28.6	42.4	67.2	69.4
United Kingdom	74.8	145.5	523.1	514.6	1,127.1	1,184.0	1,300.3	1,434.7	1,490.3	1,529.2	1,595.5

Source: International Monetary Fund (IMF), International Financial Statistics

**Table 2.40****Annual Rates of Inflation 1980-2007**

%

	1980	1985	1990	1995	2001	2002	2003	2004	2005	2006	2007
Denmark	12.31	4.65	2.65	2.10	2.35	2.43	2.09	1.16	1.81	1.89	1.71
Finland	11.59	5.87	6.10	0.99	2.57	1.56	0.88	0.19	0.86	1.57	1.50
France	13.54	5.83	3.38	1.78	1.66	1.92	2.08	2.13	1.81	1.60	1.53
Greece	24.87	19.30	20.40	8.94	3.40	3.57	3.54	2.89	3.56	3.20	2.90
Italy	21.28	9.21	6.50	5.24	2.79	2.47	2.67	2.21	1.99	2.09	1.83
Norway	10.90	5.67	4.11	2.46	3.02	1.29	2.48	0.47	1.52	2.33	0.73
Spain	15.55	8.82	6.72	4.67	3.59	3.07	3.04	3.04	3.37	3.52	2.79
Sweden	13.70	7.36	10.38	2.46	2.41	2.16	1.93	0.37	0.45	1.36	2.21
Turkey	110.17	44.96	60.31	88.11	54.40	44.96	25.30	10.58	10.14	10.51	8.76
United Kingdom	17.97	6.07	9.48	3.41	1.82	1.63	2.91	2.96	2.83	3.19	2.40

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics and World Economic Outlook/UN/national statistics

**Table 2.41****Trends in Public Consumption 1980-2007**

US\$ billion

	1980	1985	1990	1995	2001	2002	2003	2004	2005	2006	2007
Denmark	18.68	15.50	34.13	45.91	41.24	45.63	56.35	64.84	66.94	70.57	70.67
Finland	8.97	9.37	26.04	29.87	25.51	28.54	35.77	41.39	43.29	45.50	46.20
France	138.12	134.49	300.34	385.94	305.70	341.29	427.40	489.25	507.74	531.58	547.24
Greece	1.38	2.52	8.99	19.09	22.78	27.00	33.21	39.25	41.02	42.48	45.34
Italy	50.66	64.07	189.21	232.60	212.20	234.44	296.99	343.21	361.44	375.78	379.33
Norway	12.21	11.88	24.90	32.16	35.25	42.51	50.66	55.38	60.53	64.78	70.41
Spain	19.91	22.34	71.11	110.55	104.10	118.17	153.52	186.07	203.63	223.30	239.50
Sweden	38.67	29.19	65.82	67.52	59.54	67.58	85.54	95.60	96.71	103.26	98.29
Turkey		5.75	16.51	18.26	20.73	25.69	32.65	39.83	47.38	52.95	60.72
United Kingdom	116.89	96.85	199.61	225.51	280.00	318.43	379.93	459.02	488.91	526.70	537.42

Source: International Monetary Fund (IMF), International Financial Statistics

Notes: Table represents public final consumption expenditure as a component of GDP

Table 2.42

**Trends in Private Consumption 1980-2007**

US\$ billion

	1980	1985	1990	1995	2001	2002	2003	2004	2005	2006	2007
Denmark	36.76	31.07	68.38	93.14	75.90	82.62	101.24	118.26	125.74	133.43	135.24
Finland	25.72	24.18	61.00	68.06	60.85	67.04	84.62	97.08	101.00	107.78	113.17
France	370.58	344.66	794.17	925.00	750.98	816.19	1,016.59	1,167.90	1,215.86	1,275.34	1,327.30
Greece	6.84	10.00	43.95	93.55	94.87	106.56	137.73	162.53	175.12	190.64	203.27
Italy	176.73	200.77	538.70	756.36	660.90	716.48	891.20	1,012.90	1,044.20	1,097.76	1,146.32
Norway	30.28	31.00	58.56	74.33	74.24	87.43	104.37	116.60	127.35	136.22	138.42
Spain	91.87	89.20	257.49	366.90	360.42	400.58	509.64	605.18	652.73	706.63	754.23
Sweden	63.79	51.14	116.60	125.78	110.49	122.30	152.78	173.92	177.75	186.20	183.69
Turkey	65.76	47.89	103.33	119.05	104.86	122.10	159.30	199.25	244.03	267.40	318.75
United Kingdom	314.51	271.56	617.47	721.98	946.10	1,034.93	1,182.66	1,394.20	1,440.83	1,523.51	1,568.90

Source: International Monetary Fund (IMF), International Financial Statistics

Notes: Table represents private final consumption expenditure as a component of GDP

Table 2.43

**Government Finance 2007**

National currency million

	Budget Expenditure	Budget Revenue	Budget Surplus/ Deficit	Foreign Debt	Foreign Exchange Reserves (US\$ mn)	Gold Reserves (mn troy oz)
Denmark					32,029	2.1
Finland	41,123	45,200	4,077	46	6,689	1.6
France	1,068,782	952,877	-115,904		43,587	83.7
Greece	66,499	49,368	-17,131		518	3.6
Italy	462,548	504,290	-41,742	733,920	27,319	78.8
Norway	935,128	895,132	-39,996		60,333	
Spain	140,413	148,699	8,286	161,934	10,792	9.1
Sweden	759,528	862,737	103,209	247,350	26,382	4.8
Turkey					73,156	3.7
United Kingdom					47,498	10.0

Source: International Monetary Fund (IMF), International Financial Statistics

Table 2.44

**Government Expenditure by Category 2007**

National currency million

	General Public Services	Defence	Education	Health	Social Security & Welfare
Denmark	157,006	24,540	68,766	6,266	234,988
Finland	8,866	2,955	6,261	6,612	35,851
France	134,183	33,872	80,075	129,806	405,882
Greece	16,667	5,617	4,458	11,264	50,055
Italy	170,336	24,573	63,821	34,169	340,160
Norway	121,572	29,684	41,407	124,067	299,951
Spain	97,304	11,671	1,796	4,259	126,373
Sweden	159,090	53,398	106,154	47,493	526,465
Turkey	154,728	10,484	9,154	6,373	9,537
United Kingdom	167,538	34,558	29,385	104,883	167,184

Source: Euromonitor International/International Monetary Fund (IMF), Government Finance Statistics/national statistics/Euromonitor International

- Oil prices have been rising strongly, which could put a brake on economic growth. Some industries in Eastern Europe are very energy intense. Lithuania, for example, has inherited energy-intense enormous industrial factories, which make the country vulnerable to high oil prices. In Russia, economic reforms have stalled since high oil prices offer an easier path to growth.

### ***Economic Prospects***

GDP in Central Europe and the western part of the region is projected to expand much more quickly over the next 15 years than during the first ten years after transition. Private consumption, fuelled by real wage increases and a rise in disposable income, will be the main driver for growth. External conditions are forecast to be less favourable in the short- and medium-term due to a global slowdown. For 2008, all top ten growth countries in Eastern Europe are projected to have weaker growth rates than in 2007, except for Hungary, which is nevertheless forecast to have the weakest growth. Russia is expected to have the highest growth in 2008, with a rate of 6.5%.

The greatest challenge for those countries that have the highest standards of living in Eastern Europe is to maintain growth standards. Hungary, although having the highest standards of living also has the slowest growth of the top ten growth economies. Hungary attracted over one-third of the total FDI in central and Eastern Europe since 1989, but investors have been losing trust in the country.

Since the Eastern European countries rely heavily on FDI for their growth, a downturn in investments would certainly lead to a substantial downturn in economic growth. Russia will continue to benefit from FDI. It is forecast that strong demand for natural resources around the world is likely to boost FDI in the extractive industries.

EU accession has led to substantial improvements in the new member states, particularly in respect of the stabilisation of political and macroeconomic structures. These improvements are very likely to contribute to long-term prosperous growth. In the long-term future, foreign investments have to ease from their strong growth; instead the economies will be able to function from their own growth potential. This means growth for the future, albeit subdued growth. The CIS economies, Belarus, Russia and Ukraine, still have greater growth potential, but less political and macroeconomic stability. Although their short-term future is therefore projected to be bright, the prosperity of the long-term future depends on the implementation of structural reforms.

The rapid ageing of the Eastern European countries will prove to be a great strain on fiscal stability for all the top ten growth economies. The proportion of the Eastern European population aged 65+ is expected to increase from a current average of 16.9% to around 20% by 2015. Growth will slow as the countries address these problems through a necessary increase in government spending. Labour markets will also suffer from an ageing population and accordingly an ageing workforce. Labour markets could lose some of their flexibility and productivity as the average age of the economically active population increases, with older workers tending to be less productive and less likely to be willing to relocate. A decline in the levels of entrepreneurship and innovation could affect competitiveness. Some economies are addressing the problems of the labour market. The Latvian government is introducing measures to improve labour market functionality. Among other things, administrative and mobility barriers are being removed. The government is also trying to improve the labour participation rates of older workers and hoping to attract younger workers; it raised the minimum age and increased the monthly income tax-free threshold. Romania has also introduced measures to tackle the problems of an ageing population paired with emigration. It can be expected that all Eastern European countries that have not already done so, will follow suit in the coming years.

Lithuania, Latvia, Hungary, the Czech Republic and Poland are expected to adopt the Euro as their currency before 2015. Bulgaria and Romania will follow. The adoption of the Euro is expected to boost trade and tourism. The boost in trade and private consumption could offset the economic losses that will be experienced through less FDI, the global downturn and an ageing population.

## Economic Indicators

Table 3.33

### Trends in Total GDP (National Currencies) 1980-2007

National currency million

	1980	1985	1990	1995	1996	1997	1998	1999
Belarus			4	121,403	191,839	366,830	702,161	3,026,060
Bulgaria	26	33	45	880	1,761	17,433	22,421	23,790
Czech Republic	415,300	473,700	626,189	1,466,520	1,683,290	1,811,090	1,996,480	2,080,800
Hungary	721,000	1,033,700	2,089,300	5,614,040	6,893,930	8,540,670	10,087,400	11,393,500
Latvia			62	2,615	3,129	3,632	3,971	4,265
Lithuania				25,956	32,740	39,998	44,699	43,667
Poland	251	1,045	56,027	337,222	422,436	515,353	600,902	665,688
Romania	62	82	86	7,214	10,892	25,293	37,380	54,573
Russia			644	1,428,520	2,007,830	2,342,510	2,629,620	4,823,230
Ukraine			2	54,516	81,519	93,365	102,593	130,442

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

### Trends in Total GDP (National Currencies) 1980-2007 (continued)

National currency million

	2000	2001	2002	2003	2004	2005	2006	2007	Total US\$ million 2007	US\$ per capita 2007
Belarus	9,133,800	17,173,200	26,138,300	36,564,800	49,991,800	65,067,100	79,231,400	94,635,800	44,234	4,537
Bulgaria	26,753	29,709	32,402	34,628	38,823	42,797	49,091	56,713	36,442	4,780
Czech Republic	2,189,170	2,352,210	2,464,430	2,577,110	2,814,760	2,987,720	3,231,580	3,433,609	152,427	14,817
Hungary	13,528,600	15,270,100	17,180,600	18,940,700	20,717,100	22,055,100	23,757,200	26,099,564	121,697	12,100
Latvia	4,751	5,220	5,758	6,393	7,434	9,059	11,265	14,062	24,678	10,822
Lithuania	45,674	48,585	51,971	56,804	62,587	71,380	81,905	92,825	32,794	9,689
Poland	744,378	779,564	808,578	843,156	924,538	983,302	1,057,850	1,158,864	379,972	9,973
Romania	80,377	116,769	151,475	197,565	246,469	288,048	342,418	394,347	155,084	7,195
Russia	7,305,650	8,943,580	10,830,500	13,243,200	17,048,100	21,620,100	26,781,100	31,237,487	1,143,937	8,053
Ukraine	170,070	204,190	225,810	267,344	345,113	441,452	537,667	662,544	129,596	2,814

Source: Euromonitor International from International Monetary Fund (IMF), International Financial Statistics

Table 3.34

### GDP by Origin 2007

National currency billion

	Agriculture, Forestry & Fishing	Mining & Quarrying	Manufacturing	Electricity, Gas & Water	Construction
Belarus	5,760.5		23,149.1		6,323.3
Bulgaria	5.9	0.6	7.9	3.0	2.1
Czech Republic	80.4	49.9	802.9	140.5	213.2
Hungary	944.9	52.1	5,244.9	667.9	1,077.1
Latvia	0.5	0.0	1.6	0.3	0.7
Lithuania	4.1	0.4	19.7	3.4	6.6
Poland	44.5	26.9	190.9	36.7	55.9
Romania	27.9	3.2	71.6	8.6	25.6
Russia	1,189.6	3,085.8	5,131.8	869.0	1,600.2
Ukraine	41.0	22.8	95.8	14.4	22.2

Source: Euromonitor International from national statistics

**Table 3.137****Toys and Games 2007***US\$ per capita*

	Toys and Games	Traditional Toys and Games	Video Games and Hardware
Belarus			
Bulgaria			
Czech Republic			
Hungary	19.39	17.16	2.23
Latvia			
Lithuania			
Poland	7.16	5.33	1.82
Romania			
Russia	4.78	3.89	0.89
Ukraine			

*Source: Euromonitor International from industry sources/national statistics***Consumer Prices and Costs****Table 3.138****Index of Consumer Prices 1990-2007***1995 = 100*

	1990	1995	2001	2002	2003	2004	2005	2006	2007
Belarus		100.00	7,374.64	10,511.62	13,496.69	15,940.70	17,588.79	18,825.82	20,411.88
Bulgaria	2.17	100.00	3,700.85	3,915.87	4,000.34	4,254.21	4,468.57	4,793.06	5,195.80
Czech Republic	39.56	100.00	145.13	147.72	147.88	152.06	154.87	158.79	163.43
Hungary	32.45	100.00	220.30	231.90	242.65	259.10	268.30	278.71	300.82
Latvia		100.00	143.74	146.53	150.81	160.15	170.97	182.18	200.54
Lithuania		100.00	146.98	147.41	145.67	147.41	151.33	157.14	166.12
Poland	16.67	100.00	191.88	195.52	197.06	204.11	208.41	210.73	215.77
Romania	0.87	100.00	1,607.04	1,969.22	2,269.99	2,539.60	2,767.89	2,950.05	3,092.80
Russia		100.00	589.85	683.00	776.43	860.76	969.93	1,063.81	1,159.63
Ukraine		100.00	407.10	410.18	431.55	470.55	534.17	582.65	657.48

*Source: National statistical offices/OECD/Eurostat/Euromonitor International**Notes: Some data refer to capital cities or to certain sectors of the population only***Table 3.139****Index of Food Prices and Non-Alcoholic Beverage Prices 1990-2007***1995 = 100*

	1990	1995	2001	2002	2003	2004	2005	2006	2007
Belarus		100.00	7,034.42	10,064.05	11,756.02	13,345.36	15,470.98	16,535.48	17,334.09
Bulgaria	2.21	100.00	3,573.50	3,630.07	3,598.42	3,895.23	3,913.97	4,141.77	4,307.31
Czech Republic	38.74	100.00	113.42	111.17	108.93	112.75	112.64	114.08	115.61
Hungary	33.68	100.00	202.92	210.27	210.75	221.58	221.92	230.23	236.61
Latvia		100.00	122.07	125.71	129.08	137.84	145.16	151.81	160.97
Lithuania		100.00	100.24	100.72	101.90	103.64	103.10	103.97	105.18
Poland	21.66	100.00	166.94	172.08	174.19	180.52	182.67	189.16	196.38
Romania	0.63	100.00	1,110.78	1,330.75	1,539.58	1,714.37	1,764.29	1,865.34	1,969.89
Russia		100.00	564.17	612.89	616.46	630.77	679.44	714.17	742.62
Ukraine		100.00	1,101.70	1,191.73	1,258.75	1,522.69	1,870.44	1,914.69	2,114.77

*Source: National statistical offices/OECD/Eurostat/Euromonitor International*