

# International Marketing Data and Statistics 2009

*Thousands of essential country statistics at your fingertips*

**International Marketing Data and Statistics is one of our best-selling titles with economic, demographic and lifestyle data for 161 non-European countries.**

The value of this book is that research is presented in easy to use tables that allow comparisons between countries. At a glance you can compare similarities and differences in population, home ownership, expenditure trends, crime statistics and much more. It is an essential tool for every library and international marketing department.

## Key Features

- Unique monthly and quarterly datasets for all countries
- Single source of otherwise scattered country statistics on 161 countries in Asia, North America, Latin America, Africa and the Middle East
- Researched from over 1,000 official sources
- Standardised definitions for quick country-by-country comparisons

## Key Benefits

- 24 years of data, going back to 1980 where possible, allowing you to examine historic as well as recent trends
- Includes socio-political summaries for each country
- Find data on business and marketing parameters such as education, consumer expenditure and population trends and forecasts

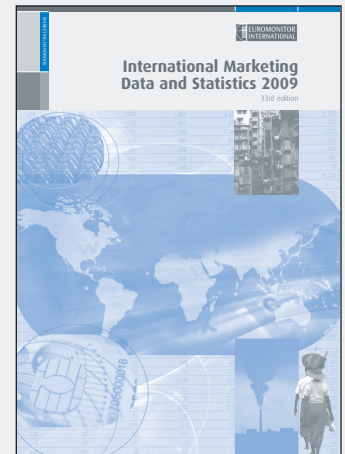
**Thousands of organisations are contacted to research this information.**

**The principal sources of data are:**

- International organisations such as the United Nations, Organisation for Economic Co-operation and Development and the International Monetary Fund
- National statistical offices and central banks in each country
- National and international trade and industry associations
- Euromonitor International's own primary research

## Reasons to buy this book

- Includes thousands of essential country statistics at your fingertips
- Provides an excellent starting point in the investigation of international markets



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# Sample pages

Retailers		
Number of Store-based Retailers by Type 2007		
No. of Outlets		
	Grocery retailers	Non-grocery retailers
Argentina	315,735	95,302
Australia	26,739	53,706
Brazil	391,563	732,273
Canada	71,267	92,819
Chile	103,015	14,810
China	3,696,558	804,625
Colombia	217,648	179,971
Egypt	1,024,388	333,797
Hong Kong, China	14,945	30,862
India	11,746,134	1,925,034
Indonesia		13,421,469
Israel		
Japan		
Malaysia		
Mexico		
Monaco		
New Zealand		
Philippines		
Saudi Arabia		
Singapore		
South Africa		
South Korea		
Taiwan		
USA		
Venezuela		
Vietnam		

Retailers		
Sales of Grocery Retailers by Type (% Analysis) 2007		
% of Total		
	Hypermarkets	Supermarkets
Argentina	10.93	17.31
Australia	32.02	62.67
Brazil	30.16	13.99
Canada	22.08	38.44
Chile	12.39	40.20
China	8.92	14.11
Colombia	0.80	5.92
Egypt	41.86	
Hong Kong, China	0.38	0.67
India	2.87	4.29
Indonesia	13.38	25.29
Israel	0.15	43.86
Japan	29.21	9.83
Malaysia	15.85	9.01
Mexico	3.53	3.47
Monaco	57.37	
New Zealand	1.56	16.60
Philippines	12.64	23.99
Saudi Arabia	10.69	56.90
Singapore	0.82	46.35
South Africa	42.67	17.70
South Korea	13.85	8.64
Taiwan	13.94	1.96
USA	23.52	37.86
Venezuela	5.14	38.63
Vietnam	0.55	3.09

Source: Euromonitor International from national sources

Deforestation						
World Forest Statistics 2007 (continued)						
000 hectares, unless otherwise stated						
	Total Land Area 2007	Total Forest Land 1985	Total Forest Land 2007	Total % Increase/Decrease 1985-2007	Annual Average % Increase/Decrease 1985-2007	Forest as % of Land Area 2007
<b>Africa and Middle East</b>						
Algeria	238,174	1,967	2,300	18.05	3.61	1.0
Angola	124,670	60,352	58,995	-2.42	-0.48	47.2
Bahrain	71	0	1	66.67	13.33	0.7
Benin	11,662	2,999	2,295	-25.27	-5.05	20.7
Botswana	56,675	13,127	11,840	-10.55	-2.11	20.7
Burkina Faso	27,860	7,634	6,773	-3.99	-0.80	24.7
Burundi	2,568	244	144	-44.00	-8.80	5.3
Cameroon	46,540	23,445	21,954	-10.98	-2.20	44.8
Cape Verde	403	70	69	-20.33	-4.07	20.9
Central African Republic	62,298	23,053	22,729	-1.51	-0.30	36.4
Chad	125,920	12,713	11,852	-7.29	-1.46	9.4
Comoros	223	10	5	-51.30	-10.26	2.2
Congo Dem Rep	226,705	137,869	133,332	-3.48	-0.70	58.7
Congo-Brazzaville	34,150	22,641	22,457	-0.88	-0.18	65.7
Cote d'Ivoire	31,800	10,275	10,418	1.52	0.30	32.8
Dominica	218	6	6	0.00	0.00	0.2
Egypt	99,545	52	68	35.38	7.08	0.1
Equatorial Guinea	2,895	1,784	1,619	-9.99	-2.00	57.3
Eritrea	10,100	1,599	1,550	-3.25	-0.65	15.3
Ethiopia	100,000	14,410	12,877	-11.45	-2.29	12.8
Gabon	26,767	21,877	21,766	-0.54	-0.11	84.4
Gambia	1,000	452	473	5.07	1.01	47.4
Ghana	22,754	6,771	5,417	-21.42	-4.28	23.4
Guinea	24,572	7,156	6,693	-6.89	-1.38	27.1
Guinea-Bissau	2,812	2,168	2,063	-5.21	-1.04	73.1
Iran	163,620	11,075	11,075	0.00	0.00	6.8
Iraq	43,737	823	1.52	0.30	1.9	0.9
Israel	2,164	159	172	9.05	1.81	8.0
Jordan	8,824	83	83	0.00	0.00	0.9
Kenya	58,914	3,645	3,512	-3.63	-0.79	6.2
Kuwait	1,782	4	6	39.85	7.97	0.3
Lebanon	1,023	126	137	9.82	1.96	13.5
Lesotho	3,035	6	6	0.00	0.00	0.3
Liberia	9,632	3,757	3,102	-18.77	-3.75	31.7
Libya	175,954	217	217	0.00	0.00	0.1
Madagascar	58,154	13,599	12,896	-4.36	-0.87	22.0
Malawi	9,406	3,732	3,373	-10.33	-2.07	35.6
Malta	122,019	13,572	12,485	-8.62	-1.72	10.2
Mauritania	103,070	396	258	-31.70	-6.34	0.2
Mauritius	203	39	37	-4.94	-0.99	18.0
Morocco	44,830	4,309	4,370	1.57	0.31	9.8
Mozambique	78,409	19,762	19,219	-2.96	-0.59	24.5
Namibia	82,329	8,396	7,596	-10.20	-2.06	9.2
Niger	126,670	1,637	1,255	-23.94	-4.79	1.0
Nigeria	91,077	15,186	10,733	-31.57	-6.31	11.4
Oman	30,950	2	2	0.00	0.00	0.0
Qatar	11,000	1	1	0.00	0.00	0.1
Reunion	250	87	84	-4.65	-0.93	33.2
Rwanda	2,467	331	504	59.00	11.80	21.3
Sao Tome e Principe	96	27	27	0.00	0.00	28.5
Saudi Arabia	214,969	2,728	2,728	0.00	0.00	1.3
Senegal	19,253	9,123	8,634	-5.77	-1.15	44.7
Seychelles	46	40	40	0.00	0.00	87.0
Sierra Leone	7,162	2,948	2,798	-7.67	-1.53	38.0
Somalia	62,734	7,899	7,064	-11.37	-2.27	11.2
South Africa	121,447	9,203	9,203	0.00	0.00	7.6
Sudan	237,600	73,436	67,034	-8.30	-1.69	28.0
Togo	1,720	495	545	10.95	2.19	31.9
Tunisia	18,378	402	466	17.13	3.43	2.6
Tanzania	86,359	39,380	34,899	-12.25	-2.45	39.1
Turkey	5,459	396	390	-1.52	-0.30	7.2
Turkmenistan	15,538	801	1,073	35.96	7.19	7.0
Uganda	19,710	4,492	3,552	-22.52	-4.50	17.7
United Arab Emirates	8,360	276	276	0.00	0.00	3.7
Yemen	52,797	549	549	0.00	0.00	1.0
Zambia	74,339	46,900	42,065	-11.10	-2.22	56.1
Zimbabwe	38,685	20,670	17,288	-17.72	-3.54	44.0

Source: UN Food and Agriculture Organisation  
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