



## Tools to aid analysis

World Marketing Data and Statistics has a range of powerful analysis functions. You can analyse statistics to create brand new datasets customised to match specific research needs

- Compare value data by converting it to a common currency
- Calculate growth rates
- Assess the impact of inflation by swapping from current to constant data
- View country data in per capita and per household terms
- Use a sum function to create unique regional aggregates

## Integrate data into your own reports

The export to Excel facility makes it easy to integrate data into your own reports and spreadsheets

## Geographic coverage

**Western Europe:** Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Gibraltar, Greece, Iceland, Ireland, Italy, Liechtenstein, Malta, Monaco, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, Turkey, United Kingdom

**Eastern Europe:** Albania, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Estonia, Georgia, Hungary, Latvia, Lithuania, Macedonia, Moldova, Poland, Romania, Russia, Serbia and Montenegro, Slovakia, Slovenia, Ukraine

**North America:** Canada, USA

**Latin America:** Anguilla, Antigua, Argentina, Aruba, Bahamas, Barbados, Belize, Bermuda, Bolivia, Brazil, British Virgin Islands, Cayman Islands, Chile, Colombia, Costa Rica, Cuba, Dominica, Dominican Republic, Ecuador, El Salvador, French Guiana, Grenada, Guadeloupe, Guatemala, Guyana, Haiti, Honduras, Jamaica, Martinique, Mexico, Netherlands Antilles, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, St Kitts, St Lucia, St Vincent and the Grenadines, Suriname, Trinidad and Tobago, Uruguay, Venezuela

**Asia:** China, Afghanistan, American Samoa, Azerbaijan, Bangladesh, Bhutan, Cambodia, Fiji, French Polynesia, Guam, Hong Kong-China, India, Indonesia, Japan, Kazakhstan, Kiribati, Kyrgyzstan, Laos, Macau, Malaysia, Maldives, Mongolia, Myanmar, Nauru, Nepal, New Caledonia, North Korea, Pakistan, Papua New Guinea, Philippines, Singapore, South Korea, Sri Lanka, Taiwan, Tajikistan, Thailand, Tonga, Turkmenistan, Tuvalu, Uzbekistan, Vanuatu, Vietnam, Western Samoa

**Australasia:** Australia, New Zealand

**Africa & Middle East:** Algeria, Angola, Bahrain, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Côte d'Ivoire, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Iran, Iraq, Israel, Jordan, Kenya, Kuwait, Lebanon, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Oman, Qatar, Réunion, Rwanda, Sao Tomé e Príncipe, Saudi Arabia, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Syria, Tanzania, Togo, Tunisia, Uganda, United, Arab Emirates, Yemen, Zambia, Zimbabwe

## Simple to use

### → Select datatypes

### → Select countries/regions

### → View data

	1997	1998	1999	2000	2001	2002	2003	2004
<b>North America</b>								
Consumer expenditure (US\$ mn)	5,883,732.00	6,196,100.00	6,613,691.00	7,088,433.00	7,388,088.00	7,739,197.00	8,178,331.00	8,632,379.00
Total GDP (US\$ mn)	8,941,847.00	9,363,753.00	9,929,671.00	10,541,210.00	10,843,490.00	11,224,850.00	11,873,950.00	12,656,560.00
GDP by origin (US\$ mn)	8,822,672.00	9,265,202.00	9,773,776.00	10,393,840.00	10,637,110.00	10,998,720.00	11,543,710.00	-
Government final consumption expenditure (US\$ mn)	1,563,275.00	1,551,179.00	1,666,330.00	1,780,870.00	1,860,495.00	1,959,300.00	2,107,639.00	3,018,270.00
Private final consumption expenditure (US\$ mn)	6,138,363.00	6,475,588.00	6,878,488.00	7,349,913.00	7,686,073.00	8,074,702.00	8,533,126.00	8,994,553.00
Exports of goods and services (US\$ mn)	1,184,715.00	1,146,488.00	1,216,151.00	1,366,599.00	1,283,257.00	1,236,141.00	1,304,366.00	1,887,282.00
Imports of goods and services (US\$ mn)	1,296,151.00	1,358,722.00	1,511,572.00	1,764,573.00	1,670,264.00	1,700,024.00	1,836,903.00	2,093,817.00
<b>Canada</b>								
Consumer expenditure (C\$ mn)	486,746.00	508,629.00	537,728.00	569,798.00	594,635.00	623,627.00	655,671.99	679,129.04

# Just some of the data in World Marketing Data and Statistics

## Advertising

- Total Adspend
- TV adspend
- Radio adspend
- Print adspend
- Cinema adspend
- Outdoor adspend
- Online adspend

## Agricultural resources

- Agricultural output indices
- Area (land and water)
- Food production
- Forestry production
- Livestock feed
- Organic farming

## Automotives and transport

- Automotives
  - Automotive circulation
  - Commercial vehicles in use
  - Passenger cars in use
  - Two-wheelers in use
- Automotive production
- Commercial vehicles
- Passenger cars
- Two-wheelers
- Fuel prices
- Automotive diesel
- Premium leaded/lead replacement petrol
- Premium unleaded petrol

## New registrations

- Commercial vehicles
- Diesel cars
- Passenger cars
- Two-wheelers

## Transport

- Civil aviation
- Airline freight traffic
- Airline passenger traffic
- Distance flown on scheduled flights
- Scheduled airlines: aircraft departures
- Scheduled airlines: passenger load factor
- Scheduled airlines: passengers carried

## Merchant shipping

- Bulk dry carriers
- Chemical tankers
- Container ships
- General cargo ships
- Liquid gas carriers
- Merchant shipping fleet
- Oil tankers
- Passenger/RO-RO ships

## Rail transport

- Goods carried by rail
- Km travelled by rail
- Length of public railway network operated
- Locomotives

- Passengers carried by rail
- Rail motor vehicles
- Railway freight traffic
- Railway passenger traffic

## Road transport

- Average annual distance travelled by car
- Car traffic volume
- Goods transported by road
- Km travelled by road
- Road network

## Banking and finance

- Bank claims on the private sector
- Financial cards
- Credit and debit card acceptance
- Credit and debit card expenditure
- Credit and debit cards held
- Credit and debit card transactions
- International liquidity

- Assets of deposit banks
- Liabilities of deposit banks

## Annual lending rates

- Reserves of deposit money banks

## Consumer expenditure

- Food and non-alcoholic beverages
- Alcoholic beverages and tobacco
- Clothing and footwear
- Housing
- Household goods and services
- Health goods and medical services
- Transport
- Communications
- Leisure and recreation
- Education
- Hotels and catering
- Miscellaneous goods and services
- Consumer expenditure by commodity type
- Direct purchases abroad by resident households
- Domestic purchases by non-resident households
- Consumer expenditure by resident households
- NPISHs

## Consumer markets

- Alcoholic drinks (off-trade)
- Clothing and footwear
- Consumer electronics
- Cosmetics and toiletries
- Disposable paper products
- DIY
- Domestic electrical appliances
- Fresh food
- Gardening
- Home furnishings
- Hot drinks
- Household care products
- Housewares
- OTC healthcare
- Packaged food
- Soft drinks

- Tobacco

- Toys and games

## Consumer prices and costs

- Index of consumer prices
- Food and non-alcoholic beverage prices
- Alcoholic beverage and tobacco prices
- Clothing and footwear prices
- Housing prices
- Household goods and services prices
- Health prices
- Transport prices
- Communication prices
- Leisure and recreation prices
- Education prices
- Hotel and catering prices
- Miscellaneous goods and services prices
- Costs of goods and services

- Apples

- Beer

- Butter

- Flour

- Fresh chicken

- Instant coffee

- Milk

- Potatoes

- Red table wine

- Soft drinks (cola/orange)

- Sugar

- Tea

## Cultural indicators

- Book titles published

- Cinema and film

- Cinema

- Annual cinema trips per capita

- Box office revenues

- Cinema attendances

- Seating capacity of fixed cinemas

- Cinema screens

- Film industry and output

- Feature films produced

- Feature films produced (co-productions)

- Film releases

- Feature films imported from USA

- Feature films imported from countries other than USA

- Feature films produced nationally

- Video and DVD

- Video and DVD rental

- DVD rental transactions

- DVD rental turnover

- New DVD titles released for rental

- New video titles released for rental

- Video and DVD rental outlets

- Video rental transactions

- Video rental turnover

- Video and DVD sales

- DVD sales transactions

- DVD sales turnover

- New DVD titles released for sale

- New video titles released for sale

- Video and DVD sales outlets

- Video sales transactions

- Video sales turnover

## Libraries

- Book stocks in public libraries

- Borrowers from public libraries

- Higher education libraries

- National libraries

- Non-specialised libraries

- Public libraries

- Public library service points

- School libraries

## Media access

- Colour TV households

- Cable TV

- Satellite TV

- Colour televisions in use

- National TV channels

- Digital satellite Pay-TV subscribers

## Museums

- Museums (no.)

- Museum visitors

## Press trends

- Annual newspaper circulation

- Circulation of periodicals

- Newspaper titles

- Periodical titles

## Economic indicators

- Annual rates of inflation

- Exchange rates

- Purchasing power parity conversion factor

- Foreign Direct Investment (FDI)

- FDI inflows

- FDI inward stocks

- FDI outflows

- FDI outward stocks

- Mergers & acquisitions: purchases

- Mergers & acquisitions: sales

## GDP

- Total GDP

- GDP by origin

- GDP by usage

- GDP measured at purchasing power parity

- Real GDP growth

- GDP deflator

## GNI

- Government expenditure

- General public services

- Defence

- Education

- Health

- Social security and welfare

- Housing and community amenities

- Other community/social services

- Economic services

- Other purposes

- Government finance

- Budget expenditure

- Budget revenue

- Budget surplus/deficit

- Foreign debt

- Foreign exchange reserves

- Gold reserves

- Market capitalisation

- Money supply

- Poverty

- Population living below internationally defined poverty lines

- Population living below nationally defined poverty lines

- Poverty gap

## Energy resources and output

- Consumption of refinery products

- Energy production

- Coal

- Crude oil

- Electricity production

- Combustible renewables and waste generation

- Fossil fuels

- Geothermal generation

- Hydroelectric generation

- Nuclear generation

- Solar generation

- Wind-powered generation

- Other sources

- Natural gas

- Nuclear reactors

- Capacity of nuclear reactors in operation

- Capacity of nuclear reactors under construction

- Nuclear reactors in operation

- Nuclear reactors under construction

- Annual refinery output

- Energy reserves

- Coal

- Oil

- Natural gas

- Primary energy consumption

- Coal

- Crude oil

- Hydroelectricity

- Natural gas

- Nuclear energy

- Residential consumption of energy

## Environmental data

- Air and water pollution

- CO2 emissions

- Emissions of other gases and substances

## Conservation

- Animals and plants

- Threatened amphibian species

- Threatened bird species

- Threatened fish species

- Threatened mammal species

- Threatened reptile species

- Threatened vascular plant species

- Protected environments

- Natural areas protected by international agreement

- Biosphere reserves

- Wetlands

- Nationally protected natural areas

- Sea, lakes and coastlines

- Extent of territorial sea

- Freshwater resources

- Length of marine coastline

## Deforestation

- Forest land

- Pesticide consumption

- Waste and waste management

- Waste generated by type

- Waste management

- Improved water

- Recycling rates

- Waste management plants

## Foreign trade

### Exports

- Exports (fob) by destination

- Africa and the Middle East

- Asia/Pacific

- Australasia

- Europe

- Latin America

- North America

- Exports (fob) by commodity

- Food and live animals

- Beverages and tobacco

- Crude materials exc. Fuels

- Mineral fuels

- Oils and fats

- Chemicals

- Basic manufactures

- Machinery and transport equipment

- Miscellaneous manufactured goods

- Other goods

### Imports

- Imports (cif) by origin

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- Imports (cif) by commodity

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- Crude materials exc. Fuels

- Mineral fuels

- Oils and fats

- Chemicals

- Basic manufactures

Machinery and transport equipment  
 Miscellaneous manufactured goods  
 Other goods  
 Trade balance

**Health**  
 Causes of death  
 Deaths from disease  
 Motor traffic accidents  
 Injury and poisoning  
 Suicide and self-inflicted injury  
 Health expenditure  
 Private insurance expenditure  
 Central government health expenditure  
 Pharmaceuticals & non-medi durables  
 Health expenditure  
 Share of total health expenditure in GDP  
 Infant mortality rates  
 Life expectancy at birth  
 Medical services  
 Active pharmacists  
 Dentists  
 Doctors  
 Hospitals and clinics  
 In-patient beds  
 Midwives  
 Nurses  
 Access to improved sanitary facilities  
 Access to improved water source  
 Population with access to polio immunisation  
 Nutrition  
 Average supply of calories per day  
 Average supply of protein per day  
 Average supply of fat per day  
 AIDS incidence  
 Water and sanitation

**Household profiles**  
 Average number of occupants per household  
 Household facilities  
 Bath or shower  
 Flush toilet  
 Kitchen  
 Central heating  
 Electric lighting  
 Water supply  
 Households  
 Households by number of persons  
 Households by number of rooms  
 Housing stock  
 New dwellings completed

**Income**  
 Annual gross income  
 Income from benefits  
 Earnings from employment  
 Income from investments  
 Income from other sources  
 Tax and social security contributions  
 Annual disposable income  
 Average annual disposable income by education  
 Average annual disposable income by sex

**Industrial markets**  
 Industrial production index  
 Manufacturing production index  
 Mining production index  
 Metal production  
 Mineral production  
 Textile production

**IT and telecommunications**  
 Computers and internet  
 Online households  
 PC households online  
 Internet users  
 ISDN subscribers  
 Internet shopping  
 Online users that buy online  
 Online buyers  
 Online shopping expenditure  
 Online spending per buyer  
 Telecommunications  
 Availability of digital main lines  
 Capital investment in telecommunications  
 Telephone lines in use  
 National telephone calls  
 International outgoing telephone calls  
 Mobile telephone users  
 Mobile calls  
 Mobile revenues  
 SMS messages

**Labour**  
 Economically active population  
 Employed population  
 Paid employment in manufacturing  
 Agriculture, forestry and fishing  
 Community, social and personal services  
 Construction  
 Electricity, gas and water supply  
 Finance/insurance/real estate/business services  
 Manufacturing  
 Mining and quarrying  
 Transport, storage and communications  
 Wholesale/retail trade, restaurants/hotels  
 Undefined sectors  
 Hours of work  
 Average working week in non-agricultural activities  
 Average working week in manufacturing  
 Unemployed population  
 Unemployment rate

**Literacy and education**  
 Higher education  
 Universities and higher education establishments  
 Higher education students inc. universities  
 University students  
 Higher education teaching staff inc. universities  
 University teachers  
 Literacy levels and duration of education  
 Adult literacy rate

Compulsory education commencement age  
 School leaving age  
 Pre-primary education  
 Schools  
 Pupils  
 Teaching staff  
 Primary education  
 Schools  
 Pupils  
 Teaching staff  
 Secondary education  
 Secondary school pupils  
 Pupils at secondary level technical colleges  
 Pupils in secondary level training colleges  
 Secondary school teaching staff

**Population**  
 Births  
 Birth rates  
 Fertility rates  
 Live births  
 Deaths  
 Death rates  
 Deaths (no.)  
 Median age of population  
 Median age of male population  
 Median age of female population  
 Mean age of population  
 Mean age of male population  
 Mean age of female population  
 Population at January 1st: Male and Female  
 Population aged 0-14: January 1st  
 0-4 yrs  
 5-9 yrs  
 10-14 yrs  
 Population aged 15-64: January 1st  
 15-19 yrs  
 20-24 yrs  
 25-29 yrs  
 30-34 yrs  
 35-39 yrs  
 40-44 yrs  
 45-49 yrs  
 50-54 yrs  
 55-59 yrs  
 60-64 yrs  
 Population aged 65+: January 1st  
 65-69 yrs  
 70-74 yrs  
 75-79 yrs  
 80+ yrs  
 Population by marital status  
 Divorce rates  
 Marriage rates  
 Population by urban/rural location  
 Population at mid-year  
 Population density

**Possession of household durables**  
 Air conditioner  
 Answerphone  
 Bicycle  
 Black and white TV set  
 Cable TV  
 Camera  
 Cassette/radio player  
 CD player  
 Colour TV set  
 Cooker  
 Dishwasher  
 Electric fan  
 Extractor fan  
 Fax machine  
 Freezer  
 Hi-fi stereo  
 Microwave oven  
 Mobile telephone  
 Motorcycle  
 Passenger car  
 Personal computer  
 Piano  
 Refrigerator  
 Satellite TV system  
 Sewing machine  
 Shower  
 Telephone  
 Tumble drier  
 Vacuum cleaner  
 Video camera  
 Video game console  
 Videotape recorder  
 Washing machine

**Travel and tourism**  
 Length of tourist stay  
 Average tourist stay in accommodation establishment  
 Average tourist stay in the country  
 Domestic tourist nights  
 International tourist nights  
 Tourism expenditure  
 Tourism receipts  
 Tourist accommodation  
 Rooms in tourist accommodation  
 Hotel bed occupancy rates  
 Bed-places in tourist accommodation  
 Tourist arrivals  
 Tourist arrivals by method  
 Air  
 Rail  
 Road  
 Sea  
 Tourist arrivals by region  
 Africa  
 Americas  
 East Asia/Pacific  
 Europe  
 Middle East  
 South Asia

**More in-depth data is available for many sectors:**

Population at January 1st

Population aged 0-14: January 1st
0-4 yrs
0 yrs
1 yrs
2 yrs
3 yrs
4 yrs
5-9 yrs
5 yrs
6 yrs
7 yrs
8 yrs
9 yrs
10-14 yrs
10 yrs
11 yrs
12 yrs
13 yrs
14 yrs

**Access today**

It is easy to subscribe to World Marketing Data and Statistics. Contact your local Euromonitor International office:

**London**

60-61 Britton Street, London, EC1M 5UX  
 Tel: +44 (0) 20 7251 8024  
 Fax: +44 (0) 20 7608 3149  
 info@euromonitor.com

**Chicago**

122 South Michigan Avenue,  
 Suite 810, Chicago, Illinois 60603, USA  
 Tel: +1 (312) 922 1115  
 Fax: +1 (312) 922 1157  
 insight@euromonitorintl.com

**Singapore**

3 Lim Teck Kim Road  
 #08-02 Singapore Technologies Building,  
 Singapore 088934  
 Tel: +65 6429 0590  
 Fax: +65 6324 1855  
 info@euromonitor.com.sg

**Shanghai**

Bund Center, Level 41, Unit 5A,  
 222 Yan An Road (East),  
 Shanghai 200002, China  
 Tel: +86 21 6335 2808  
 Fax: +86 21 6335 2801  
 info@euromonitor.com.cn

**Vilnius**

Jogailos Street 4, Vilnius LT-01116,  
 Lithuania  
 Tel: +370 5 243 1577  
 Fax: +370 5 243 1599  
 info@euromonitor.lt