

# Salvador in Brazil

July 2023

**Table of Contents** 

#### Salvador in Brazil

### **HEADLINES**

#### CITY SCORECARD

Chart 1 - Salvador City Scorecard Rankings Among 134 Latin America Cities

#### CITY SCORECARD REGIONAL AND COUNTRY RANKINGS

Summary 1 - City Scorecard Compared to and 2022

#### **POPULATION**

- Chart 2 Key Salvador Population Indicators Compared to Brazil and Latin America 2022
- Chart 3 Salvador Population Growth Compared to Brazil and Latin America 2017-2027
- Chart 4 Salvador Growth Index of Population Aged 0-14, 15-64 and 65+ Year-Olds 2017-2027
- Chart 5 Salvador Population by Age and Sex 2022

## CONSUMER EXPENDITURE

- Chart 6 Salvador Consumer Expenditure per Capita Compared to Brazil and Latin America 2017-2027
- Chart 7 Salvador Consumer Expenditure Structure 2022

#### DIGITAL CONSUMER

- Chart 8 Key Salvador Digital Consumer Statistics Compared to Brazil and Latin America 2022
- Chart 9 Digital Consumer Historic Growth and Forecasts in Salvador 2017-2027

#### **WEALTH**

- Chart 10 Salvador Disposable Income per Household Compared to Brazil and Latin America 2017-2027
- Chart 11 Number of Households by Disposable Income Band in Salvador 2017/2022/2027
- Chart 12 Wealthy Consumers: Number of Households with Disposable Income Over USD150,000 in Salvador: 2017-2027

# POSSESSION OF HOUSEHOLD DURABLES

- Chart 13 Salvador Household Possession of Kitchen Durables Compared to Brazil and Latin America 2022: % of Households
- Chart 14 Salvador Possession of Entertainment Electronics Compared to Brazil and Latin America 2022: % of Households
- Chart 15 Salvador Household Possession of Other Durables Compared to Brazil and Latin America 2022: % of Households

# **ECONOMY**

- Chart 16 Salvador GDP per Capita Compared to Brazil and Latin America 2017-2027
- Chart 17 Salvador Real GDP Growth Compared to Brazil and Latin America 2017-2027
- Chart 18 Salvador Inflation Compared to Brazil and Latin America 2017-2027

## LABOUR

- Chart 19 Salvador Labour Indicators Compared to Brazil and Latin America 2022
- Chart 20 Economically Active Population and Unemployment Rate in Salvador 2017-2022
- Chart 21 Salvador Labour Productivity Compared to Brazil and Latin America 2017-2022

#### **TRANSPORT**

- Chart 22 Number of Airport Passengers in Salvador 2017-2022
- Chart 23 Automotive Circulation in Salvador 2017-2022
- Chart 24 Salvador Transport Possession Compared to Brazil and Latin America 2022: % of Households

## 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/salvador-in-brazil/report.