

2021 Digital Consumer Index: Pinpointing the Most Promising Digital Opportunities

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Greater digital inclusion doubles global internet population

Gaps in smartphone possession and internet access via mobile

Connectivity driving both remote and in-person digital engagement

Digital maturity creates pressing need for market prioritisation

Introducing Euromonitor International's Digital Consumer Index

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The internet is the world's largest connector

Access to quality mobile internet essential for improved connectivity

Middle East and Africa and Latin America lag on connectivity

Poland makes the biggest strides on connectivity

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Nigeria to show progress in connectivity, India to leap in ranks

Japan and Australia to lead developed markets in connectivity

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South Korea continues to lead the Digital Consumer Index

Western Europe dominates developed markets

Several emerging markets aim to follow the trail of leaders

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Penetration in second-tier cities to increase opportunities in India

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Saudi Arabia lays groundwork for robust digital commerce

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KEY TAKEAWAYS

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About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/2021-digital-consumer-index-pinpointing-the-most-promising-digital-opportunities/report.