

Consumer Cities 2022: Where to Look for Opportunities?

January 2022

Table of Contents

Scope

Key findings (1)

Key findings (2)

Top 100 cities: key contributors to future opportunities

Global ranking of the top 20 consumer cities in 2022 by pillar

Top 20 global consumer cities in 2022

North America: top 20 consumer cities in 2022 Analysis of the top 20 cities in North America Dallas: a city with a large number of rich spenders

Austin: a fast-growing city with tech sector driving growth and urban wealth

Washington: rapidly growing wealthy consumer segment

Asia Pacific: top 20 consumer cities in 2022 Analysis of the top 20 cities in Asia Pacific

Kuala Lumpur: an important technological and financial hub regionally Sydney: economically strong city with high per capita income levels

Shenzhen: innovation capability, high FDI and the highest labour productivity in China

Middle East and North Africa: top 20 consumer cities in 2022 Analysis of the top 20 cities in the Middle East and North Africa Riyadh: continuously expanding city with large public sector

Tel Aviv: high incomes and affluent population, yet among the highest costs of living globally

Istanbul: fast-growing number of top income earners and sustainability enhancements

Western Europe: top 20 consumer cities in 2022 Analysis of the top 20 cities in Western Europe

London: large and expensive city, with high numbers of high-earning households

Dublin: expanding city with strong economy, strategic location and highly-skilled workforce

Madrid: large digitalised consumer market, with high number of wealthy consumers

Latin America: top 20 consumer cities in 2022 Analysis of the top 20 cities in Latin America

Santiago: rapidly expanding urban population with increasing pool of spenders

Buenos Aires: large number of high-earning households, yet poverty remains an issue

Panama City: mid-sized city with high and fast-growing income

Eastern Europe: top 20 consumer cities in 2022 Analysis of the top 20 cities in Eastern Europe

Warsaw: offers abundance of qualified labour and lower costs

Bucharest: strong digitalisation and fast-increasing per capita disposable income

Moscow: highest number of luxury consumer potential in the region

Sub-Saharan Africa: top 20 consumer cities in 2022 Analysis of the top 20 cities in Sub-Saharan Africa

Johannesburg: high disposable incomes and large pool of wealthy consumers Nairobi: one of the most important financial and business centres regionally Pretoria: South Africa's administrative capital with strong growth outlook

City scorecard methodology (1)
City scorecard methodology (1)

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/consumer-cities-2022-where-to-look-for-opportunities/report.