

# Industry Attractiveness Index: Most Attractive Sectors in the Largest Economies

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Table of Contents

## INTRODUCTION

Scope

Key findings

## EXPLANATION OF ATTRACTIVENESS INDEX

What is attractiveness index?

Methodology used to calculate attractiveness index

Attractiveness index can help to spot B2B market opportunities

## ATTRACTIVENESS INDEX IN THE LARGEST ECONOMIES

USA: Service industries are among the most attractive

Business services in the US benefits from strong bargaining power

Demand growth supports energy sector's attractiveness in the US

Large domestic demand benefits US transportation sector

China: Manufacturing sector industries are among the most attractive

Transportation sector in China benefits from high bargaining power and strong profitability

Strong domestic demand benefits China's metal products sector

Hi-tech goods sector in China holds strong bargaining power over buyers and suppliers

India: Transportation and retail among the most attractive sectors

Large size of the industry supports transportation sector's attractiveness in India

Retail sector in India benefits from stable revenue and profits growth

Strong forecast growth to support energy sector's attractiveness in India

Japan: Engineering and manufacturing sectors among the most attractive

Machinery sector in Japan holds high bargaining power

Industry's size and forecast growth support metal products sector's attractiveness in Japan

Stable revenue growth benefits Japan's ICT services sector

Germany: Service and manufacturing industries are the most attractive

Strong profitability and bargaining power benefit business services sector in Germany

Stable revenue growth improves retail sector's attractiveness in Germany

Strong bargaining power contributes to the food industry's attractiveness in Germany

France: Services sector is the most attractive in the economy

Business services sector in France benefits from strong profitability and bargaining power

Stable demand supports transportation sector's attractiveness in France

Revenue growth stability adds to the retail sector's attractiveness in France

UK: Business and financial services industries are the most attractive

Strong bargaining power and profitability improve business services' attractiveness in the UK

Strong demand benefits construction in the UK

Utilities sector in the UK benefits from stable revenue growth and high bargaining power

Brazil: Food processing industries among the most attractive

Revenue growth stability benefits Brazil's food processing sector

Business services in Brazil have strong bargaining power over buyers and suppliers

Utilities sector in Brazil benefits from stable revenue growth

## METHODOLOGY

Methodology and potential limitations of attractiveness index

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