



# **GLOBAL MARKET RESEARCH TOOLS FOR BUSINESS SOLUTIONS**

12TH ANNUAL BMDA CONFERENCE "SUCCESSFUL 21ST CENTURY ORGANIZATION"

MAY 2014

# Euromonitor International

- A global strategic market intelligence source for 40+ years
- Helping clients make informed strategic decisions
- Consumer-focused: **industries, countries, consumers**
- Annually-updated syndicated research in **80 countries**
- Customised ad-hoc projects conducted globally
- 1000 analysts in 80 countries
- Regional research hubs and industry specialist **support teams**



London



Chicago



Singapore



Shanghai



Dubai



Vilnius



Cape Town



Santiago



Tokyo



Sydney



Bangalore



Sao Paulo



# Research solutions

## Syndicated solutions

**Passport**

Alcoholic drinks in...

**HEADLINES**

- Toilet care sees sales growth of 4% to reach C2/769 mill...
- Demand for multi-functional toilet care products continues positive
- Rim blood respectin
- With the current...
- Henkel n
- Toilet ca in 2015

China, Brazil, Mexico, Russia, India, Indonesia, Iran, Argentina, Venezuela, Thailand, Colombia

Absolute Growth US\$ mn RSP

CAGR % 2011/2016

## Custom research projects

**Category evaluation**

- Sizes, shares, growth
- Segmentation
- Market entry strategy

**Forecasting**

- Launch, sales, demand, lifecycle
- Success / failure probabilities
- Determine risk exposure

**Competitive intelligence**

- Profiling
- Benchmarking
- Partner evaluation

**Scenario analysis**

- Market simulations
- Portfolio analysis
- Test business cases

**Innovation**

- NPD business case
- Consumer insights
- Product claims

**Consumer analytics**

- Customer profiling
- Income distribution models
- Purchasing behaviour

**Route to market**

- Production, imports, exports
- Supply and value chain
- B2B and B2C channels

**Marketing analytics**

- Marketing effectiveness
- Substitutes and complements
- Price and channel strategy

**Macro**

- Opportunity frameworks
- PEST
- Quarterly tracking

**Visualisation**

- Discovery, sharing, communication
- Market attractiveness planners
- Performance monitoring

# INDUSTRIES

Market sizes, 1998-2018  
Company and brand shares 2001-2012  
Distribution, pricing data and more data sets

Monthly / quarterly analysis of key drivers influencing each industry

Strategic global profiles of key players by industry, evaluating position and prospects

Key facts and strategic direction of key local operators and subsids of global players.

Industry overview, analysing broad cross-category trends and operating environment.

Category level analysis with focus on current trends and future prospects.

Year round analysis of key industry "happenings" and important insights identified by our analysts.

Global Briefings

Global Profiles

Local Profiles

Market Insight

Sector Briefing

Statistics

Global Reports

Company Profiles

Country Reports

Comment

Country Pulse

# COUNTRIES & CONSUMERS

Countries data, 1977-2030  
Consumers data, 1990-2030

Strategy Briefings

Reveal major and emerging trends in consumer behaviour.

Technology, Communication & Media  
Global Risk & Vulnerabilities  
Income & Expenditure  
Business Environment

Analysis of the TCM sector including home, public and mobile connectivity.

Analysis of the key factors affecting macro-economic stability.

Identify high income groups, spending patterns, and saving trends. Highlights the advantages and disadvantages of doing business

Country Briefings

Country Profiles

Future Demographics

Consumer Lifestyles

Analysis of current socio-political situation, economic performance and future outlook.

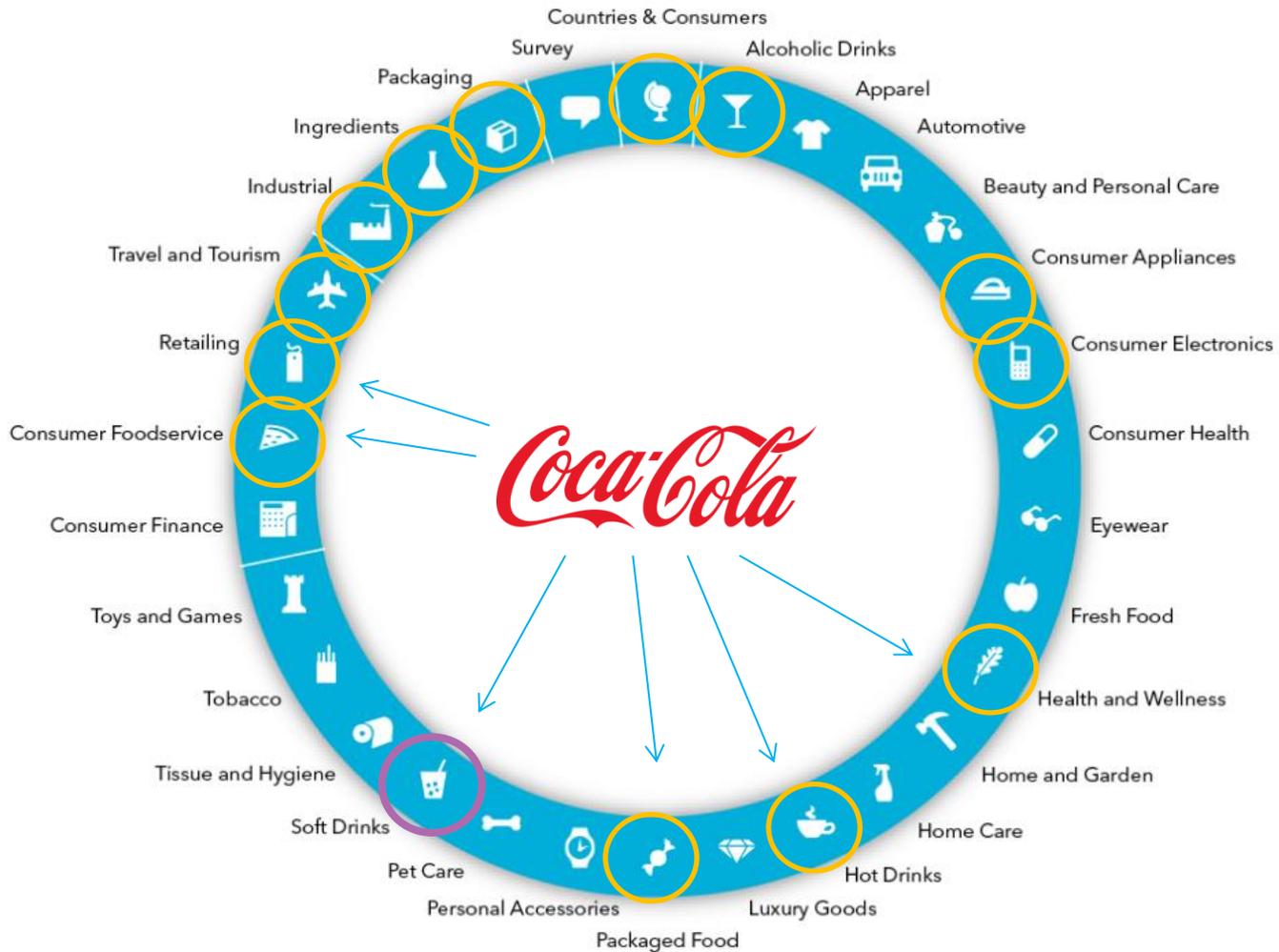
Identify consumer groups / population segments which will decline in importance, disappear or expand in the future.

Identify the factors influencing a nation's lifestyle choices and reveal who consumers are, what they do and where and how they do it.

Analysis of key socio-economic trends and trends shaping consumer attitudes, activities and spending habits.

Highlights country specific issues affecting local consumers

# Analysis with cross – industry focus

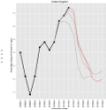


# Research areas and applications

Economic modelling

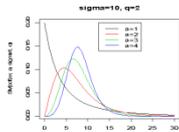
- Potential GDP

$$\hat{Y}_t - \hat{Y}_{t-1} + \frac{g}{4} \hat{Y}_t + \epsilon_t^Y$$



Forecasting

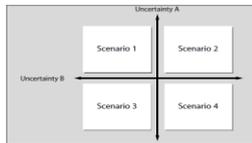
Econometrics and statistics



Data mining and visualisation



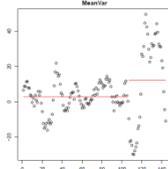
Scenario planning and futurology



System Dynamics



Machine learning

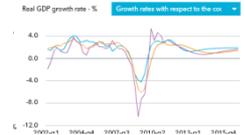


Price and income elasticity modelling for consumer goods

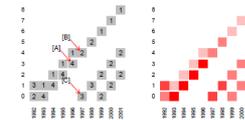
Total 2006-2011 Volume growth

	Australia	China	Indonesia
Price of oil basket	-0.03%	4.0%	23.0%
Consumer Price	0.0%	0.0%	0.0%
Construction Index	-0.0%	0.0%	0.0%
Income	0.0%	0.0%	0.0%
Industrial Price (IPI)	-0.0%	0.0%	0.0%
Real Assets	-0.0%	0.0%	0.0%
Unemployment	0.0%	0.0%	0.0%
Consumer Financial Stress	0.0%	0.0%	0.0%
Unemployment Per	0.0%	0.0%	0.0%

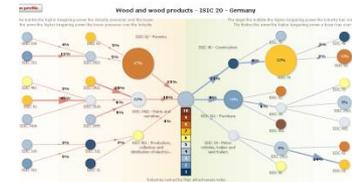
Macro economic “what if” scenarios



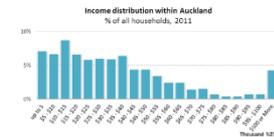
Global trends



Value chains and global trade



Wealth distribution



Urban economics



## CAMI: an overview

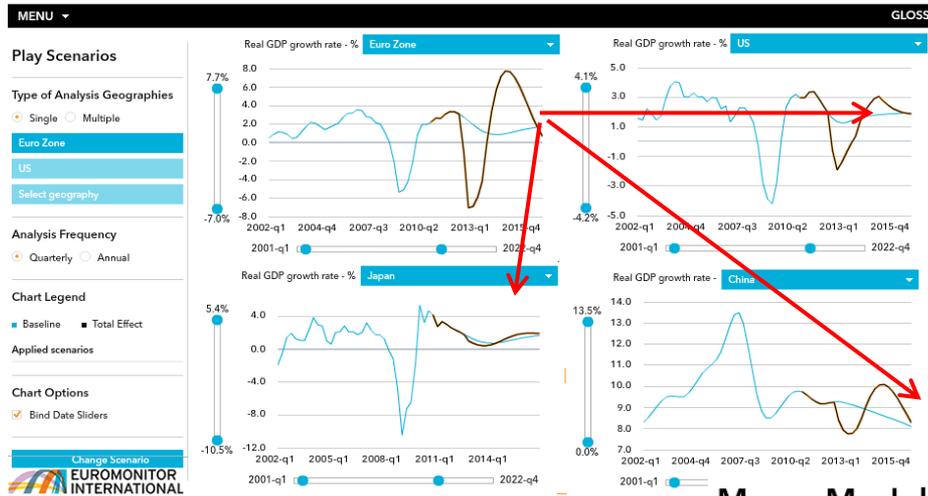
CAMI, is a modelling driven business intelligence centre, combining Euromonitor's extensive industry knowledge with innovative methods in statistics, economics, data science and data visualization.

- A cross industry resource developed by an in-house team of PhDs
- CAMI is unique amongst Euromonitor research offerings with an emphasis on the application of quantitative methods and scientific methods to data.
- CAMI will further client insight into the way they assess industry trends.



# Macro-economic scenarios

## Macro Model Dashboard



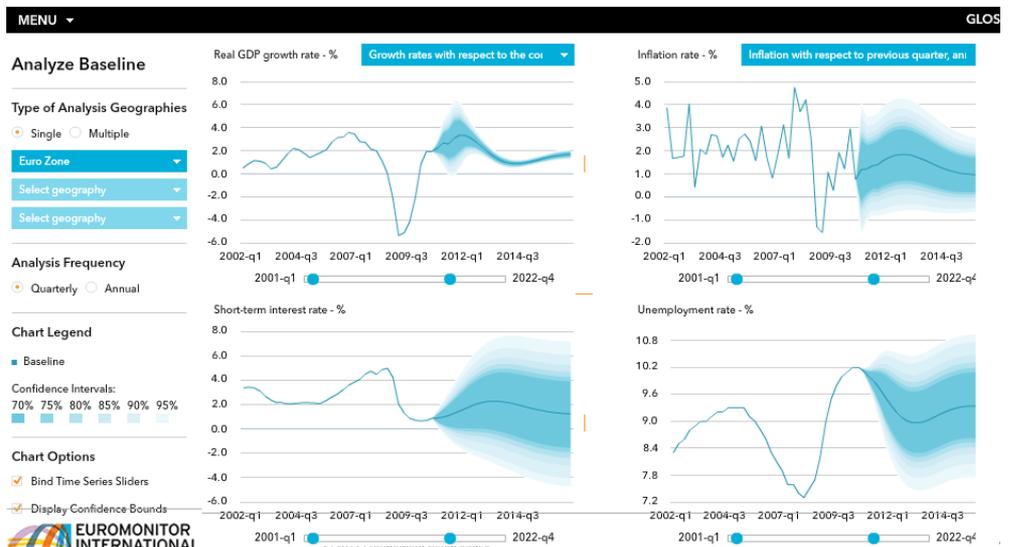
## Play scenario:

Euro Zone recession returns – how this will affect GDP growth in the US, China and Japan?

## Examine our baseline forecasts:

Euromonitor forecasts and probability ranges for unemployment, interest rate and inflation.

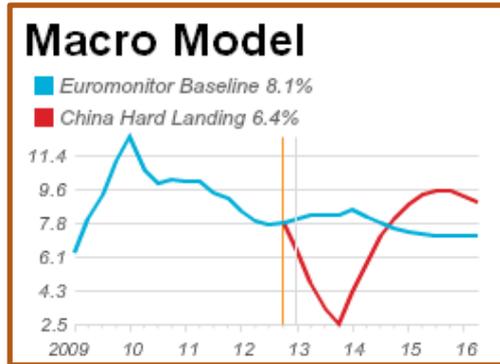
## Macro Model Dashboard



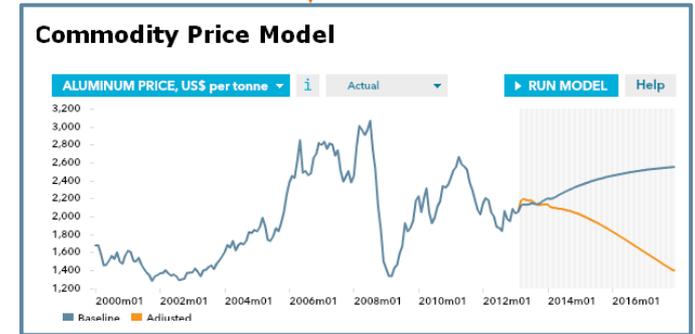
# How CAMI tools are related?

Effects of **China hard landing**

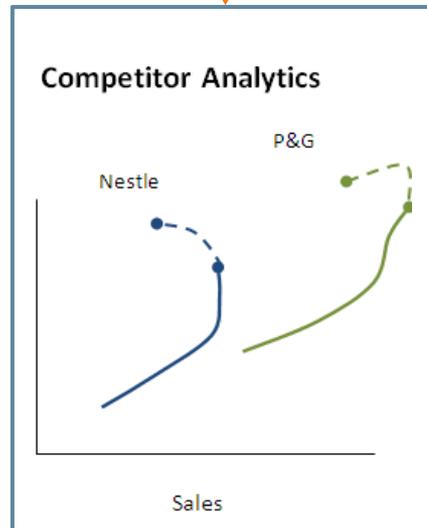
Sales of Alcoholic drinks in US is affected



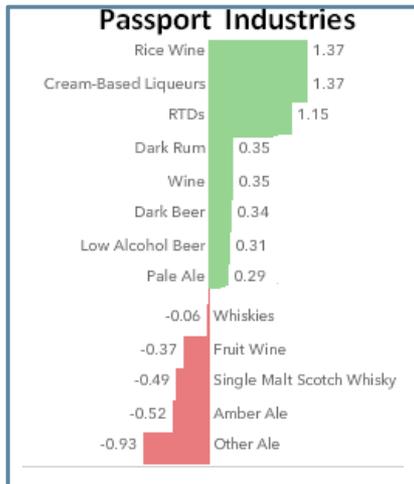
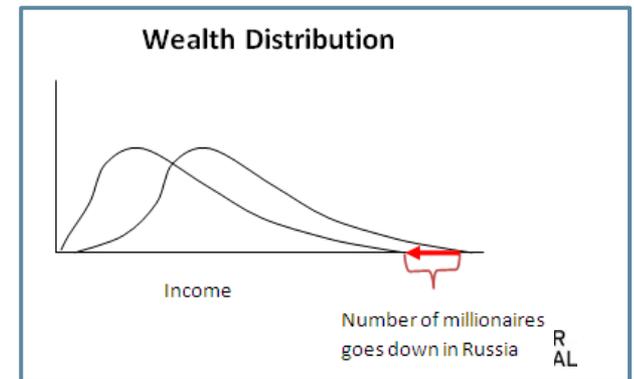
Aluminium price is down



Global sales of multinationals is slowing

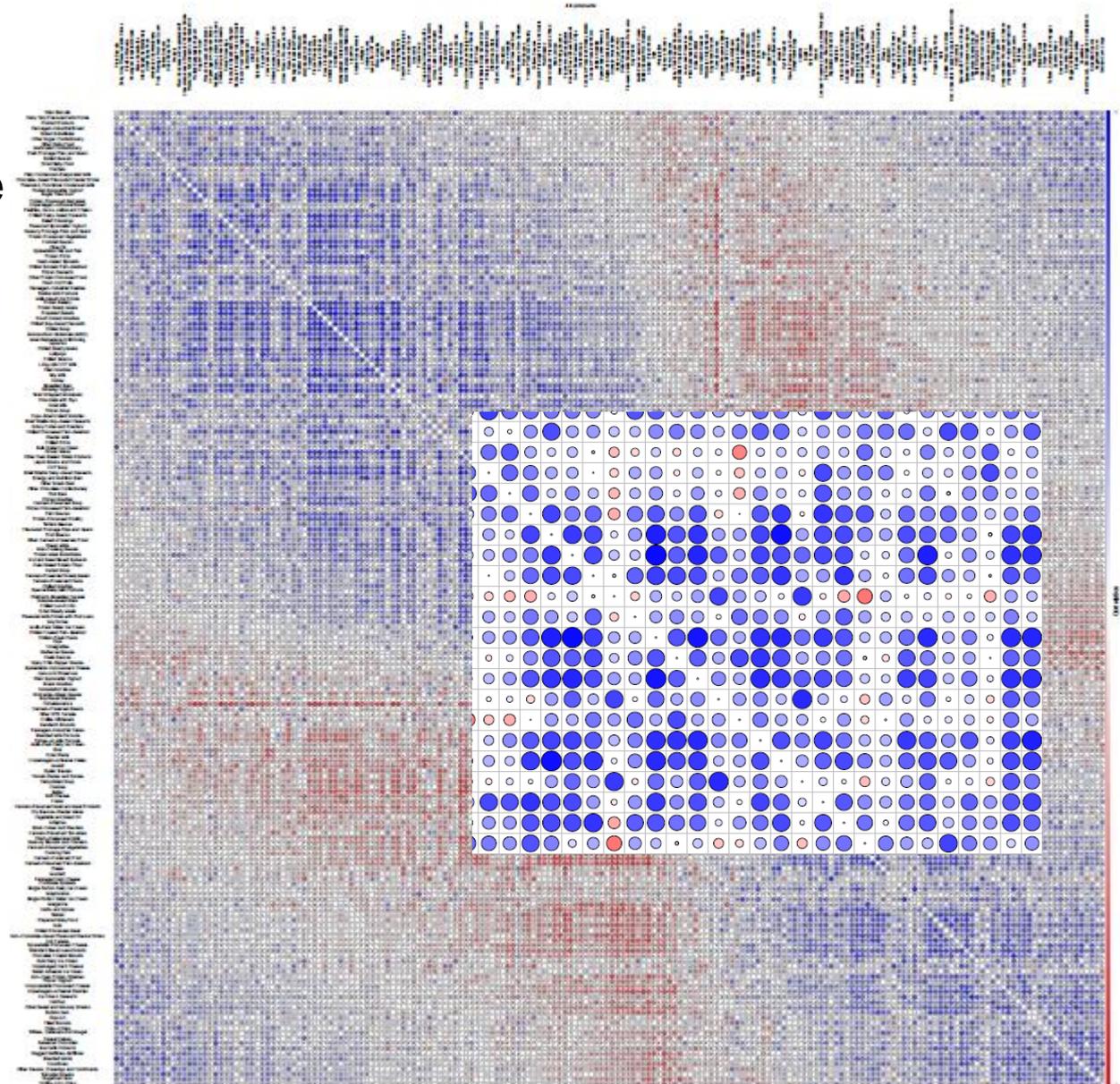


Number of rich Russians decreases



# CAMI will be strongly focused on data intensive visuals

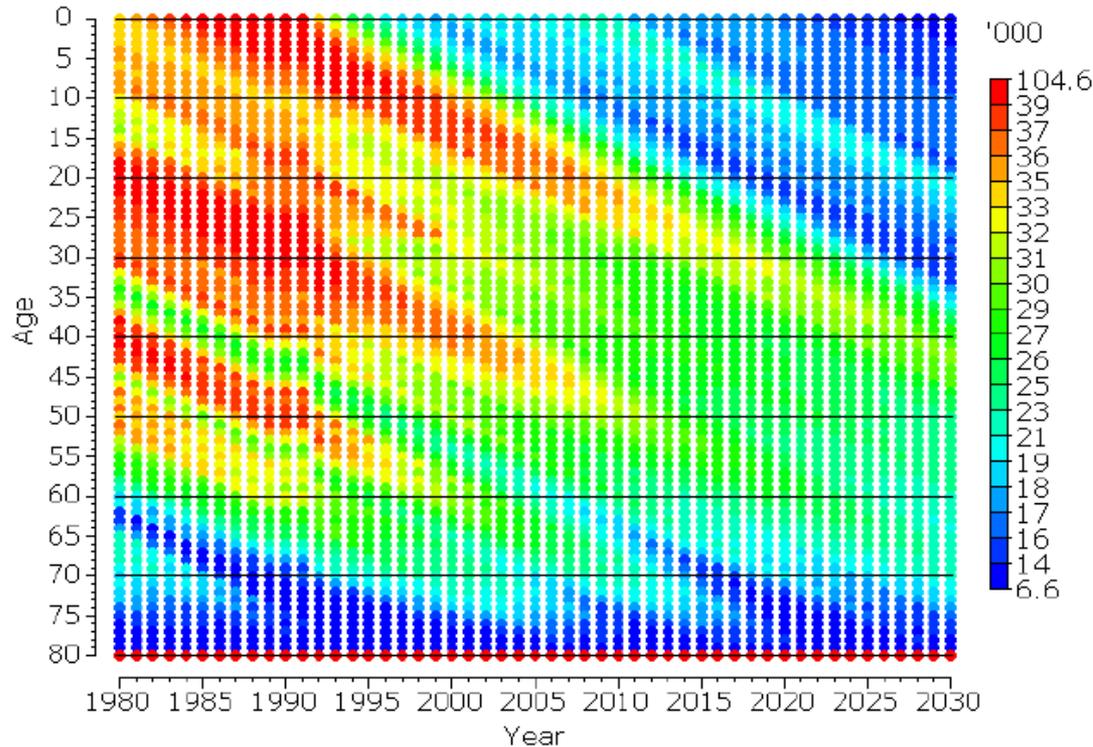
- Packaged Foods Inter-Correlation Matrix →
- Blue circles indicate positive correlation
- Red circles indicate negative correlation
- Small circles indicate absence of correlation



# Latvia in 2030

## Age Structure of the Population at a Glance: 1980-2030

(Each dot represents a single-year age group)

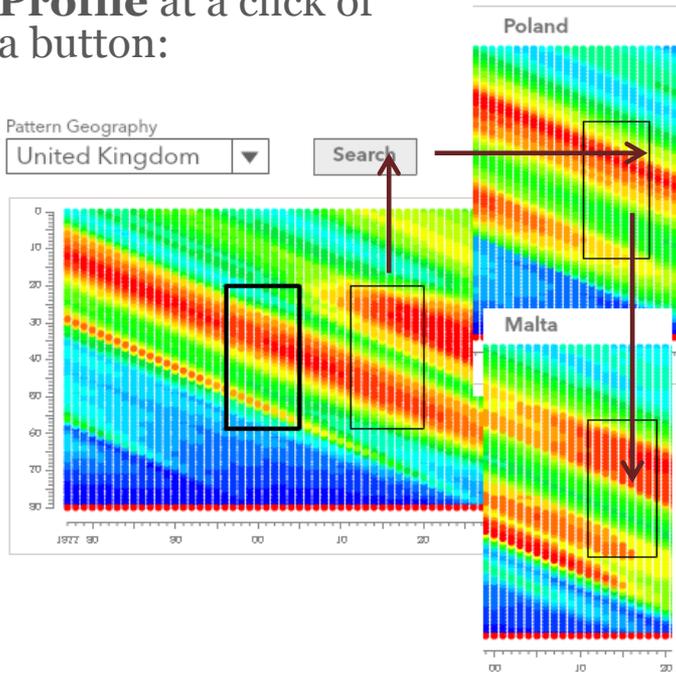


Source: Euromonitor International from national statistics/UN

Reading the chart: This "heat chart" depicts changes in the age structure of the population over time. Each dot represents the number of people in a specific (single year) age group in a given year. Accordingly, a dark red dot shows the largest concentration of people, by age, in a particular year while deep blue dots refer to the lowest concentrations. The areas of red therefore represent a large potential market in demographic terms.

# Smaller applets and tools (in development)

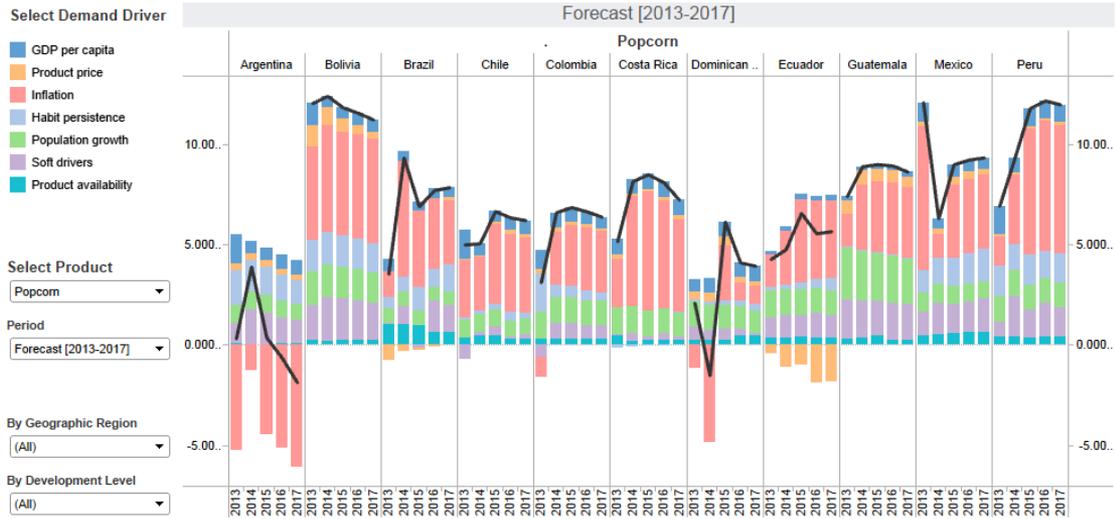
Match **Demographic Profile** at a click of a button:



## Industry Demand Models

### Industry Demand Model

Growth Decomposition across Countries



# Competitor analytics board

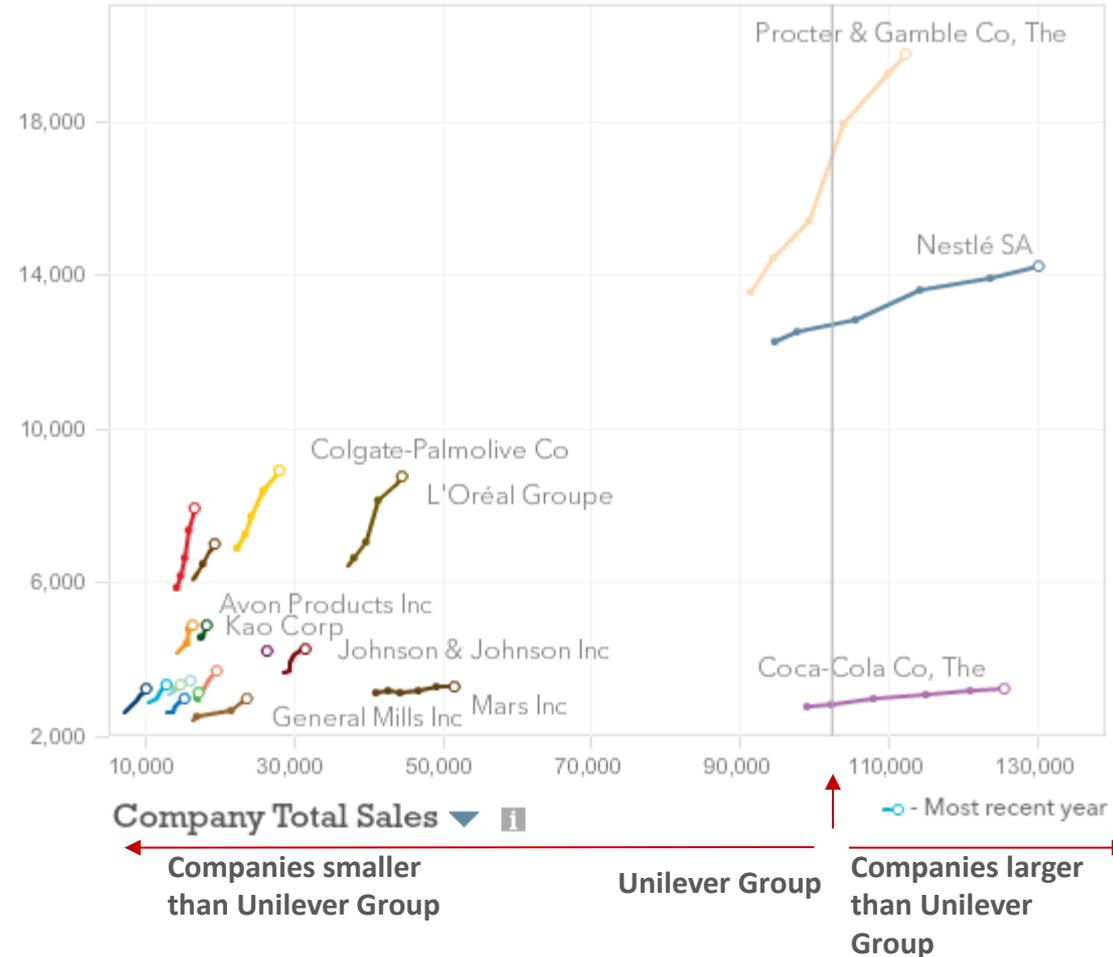
**Competitor Analytics is the first tool to quantitatively map the competitive landscape and its dynamics.**

Product range is becoming more similar to Unilever Group

## Unilever Group and its Competition

Market overlap  
US\$ mn

Unilever Group, 2013



# Mapping global company footprint

## Carlsberg A/S vs.

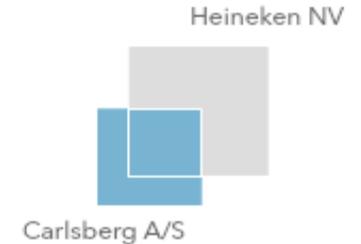
Heineken NV

- Overlap
- Carlsberg A/S
- Heineken NV

- SHOW: **i**
- Categories
  - Countries
  - Markets

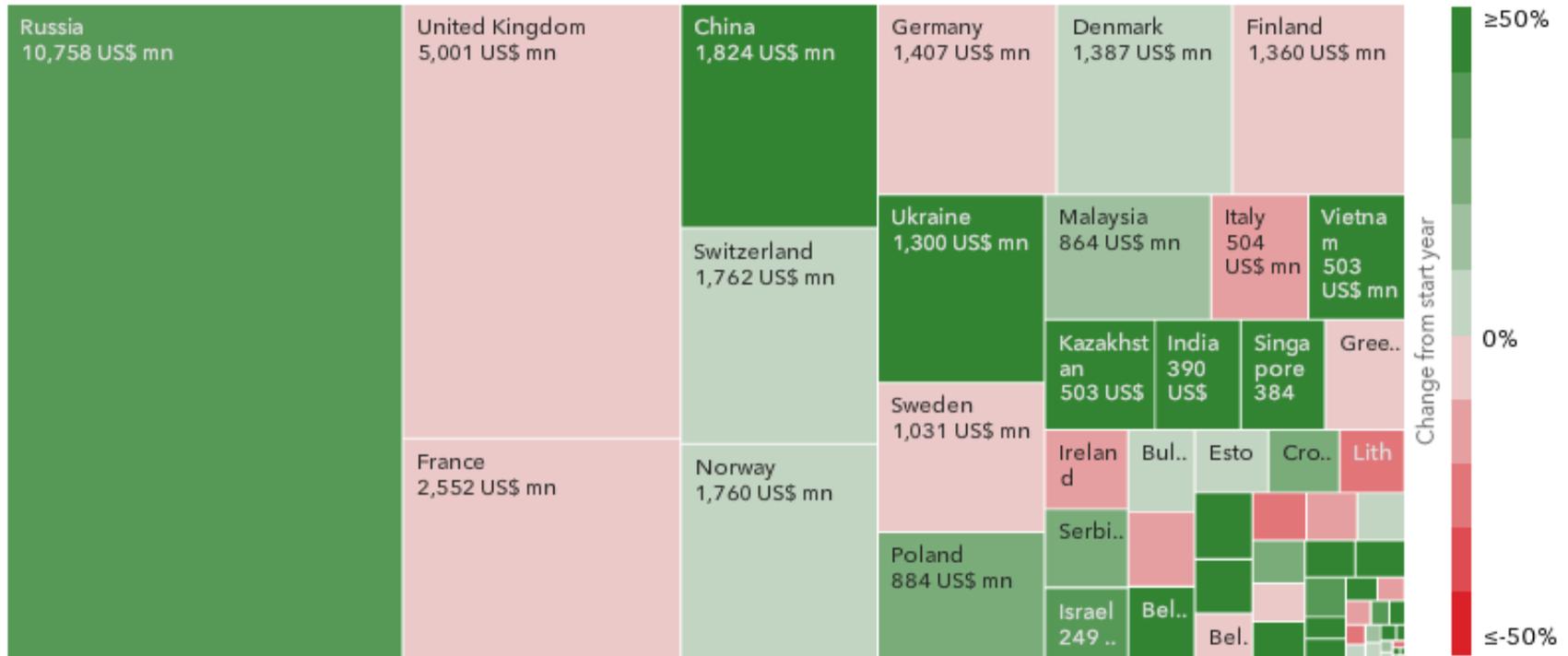
- AREA SHOWS: **i**
- Actuals
  - Growth / Decline

100% **i**



Sales 2013: 37,977 US\$ mn (37,977 displayed)

Nest treemap



# Forecasts listed by consensus economics

- CAMI builds the bridge between macro and micro economics
- CAMI explains and illustrates cross-industry relationships
- CAMI combines a vast number of demographic/industry datasets
- **And, we are already an internationally recognized economic forecaster!**



## CRUDE OIL

Survey Date	Spot Price				% change from spot
	Mar '13	Jun '13	Sep '13	Dec '13	
(Feb. 18):	<b>US\$117.4</b>				
Barclays Capital	119.00	130.00	126.00	125.00	6.5%
HWI	118.00	122.00	125.00	125.00	6.5%
GKI Research	117.00	117.00	120.00	120.00	2.2%
ANZ	114.50	118.50	119.50	119.00	1.4%
Scotiabank	117.00	117.00	115.00	118.00	0.5%
<b>Euromonitor International</b>	<b>111.10</b>	<b>116.70</b>	<b>117.20</b>	<b>117.20</b>	<b>-0.2%</b>
BNP Paribas	115.00	114.00	114.00	115.00	-2.0%
CIMB Group	110.00	115.00	120.00	115.00	-2.0%
Credit Suisse	110.00	115.00	120.00	115.00	-2.0%
Deutsche Bank	108.00	112.00	115.00	115.00	-2.0%
Deloitte Access Economics	113.37	112.29	113.49	113.97	-2.9%
China Int'l Capital Corp	112.00	105.00	113.00	113.00	-3.7%
Societe Generale	109.70	104.70	113.00	112.30	-4.3%
BoA Merrill Lynch	108.00	110.00	110.00	112.00	-4.6%
Commonwealth Bank	116.00	117.00	114.00	110.00	-6.3%
Macquarie Bank	105.00	103.00	107.00	110.00	-6.3%
Center for Global Energy Str	115.69	115.18	112.89	108.06	-8.0%
CIBC	115.00	107.00	107.00	105.00	-10.6%
Econ Intelligence Unit	110.50	99.00	103.50	105.00	-10.6%
Investec	105.00	105.00	105.00	105.00	-10.6%
Standard Bank	109.00	106.00	104.00	105.00	-10.6%

# Business Awards

## Euromonitor Awarded the Queen's Award for Enterprise: International Trade



We are pleased to announce we have been awarded the Queen's Award for Enterprise, the UK's most prestigious business award. Euromonitor received The Queen's Award for Enterprise: International Trade due to its substantial international sales growth of 155% over the past 6 years.

"This success is attributed to our high quality research from our 1,000 analysts around the globe, strong relationships with existing customers and committed staff in our 12 offices," said Euromonitor Founder Robert Senior.

The Queen's Awards provide an opportunity to celebrate outstanding business throughout the United Kingdom. The awards are made annually by Her Majesty Queen Elizabeth, and are only given for the highest levels of business excellence.

"In 2013, we expanded our sales into 106 countries worldwide, opened our twelfth office in Brazil, and won the HSBC/PWC's Private Business of the Year Award," said Senior. "I am tremendously proud of our employees and their efforts in making the company such a success."

## Euromonitor has won the Private Business Award 2013.



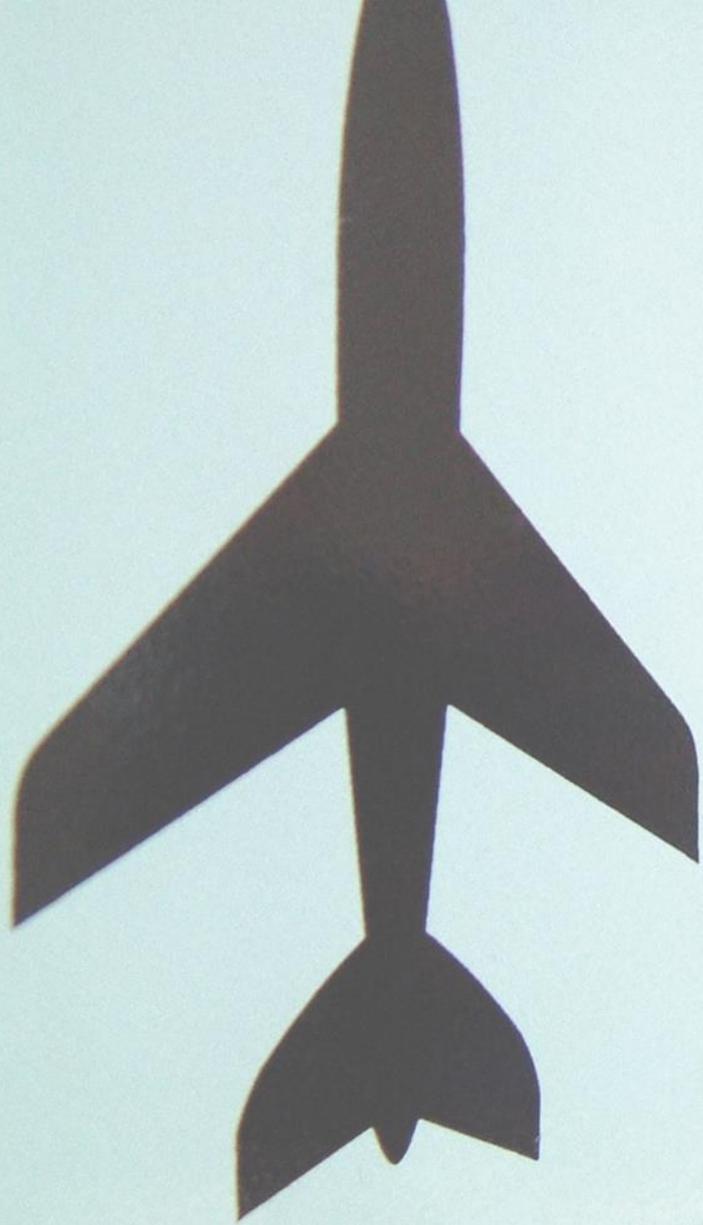
At the awards ceremony at London's Guildhall, Robert Senior and Trevor Fenwick received the main award of the evening; **The Private Business of the Year**.

The awards ceremony was opened by a speech from the UK Chancellor of the Exchequer, George Osborne, who praised the endeavour and contribution of private business to the UK economy.

The award is sponsored by PWC and HSBC, is open only to privately owned businesses, who demonstrate a progressive track record, inspirational management drive, international success, long-term strategy and progressive sustainability policies.

The award has been won previously by other British global businesses such as Dyson and JCB.

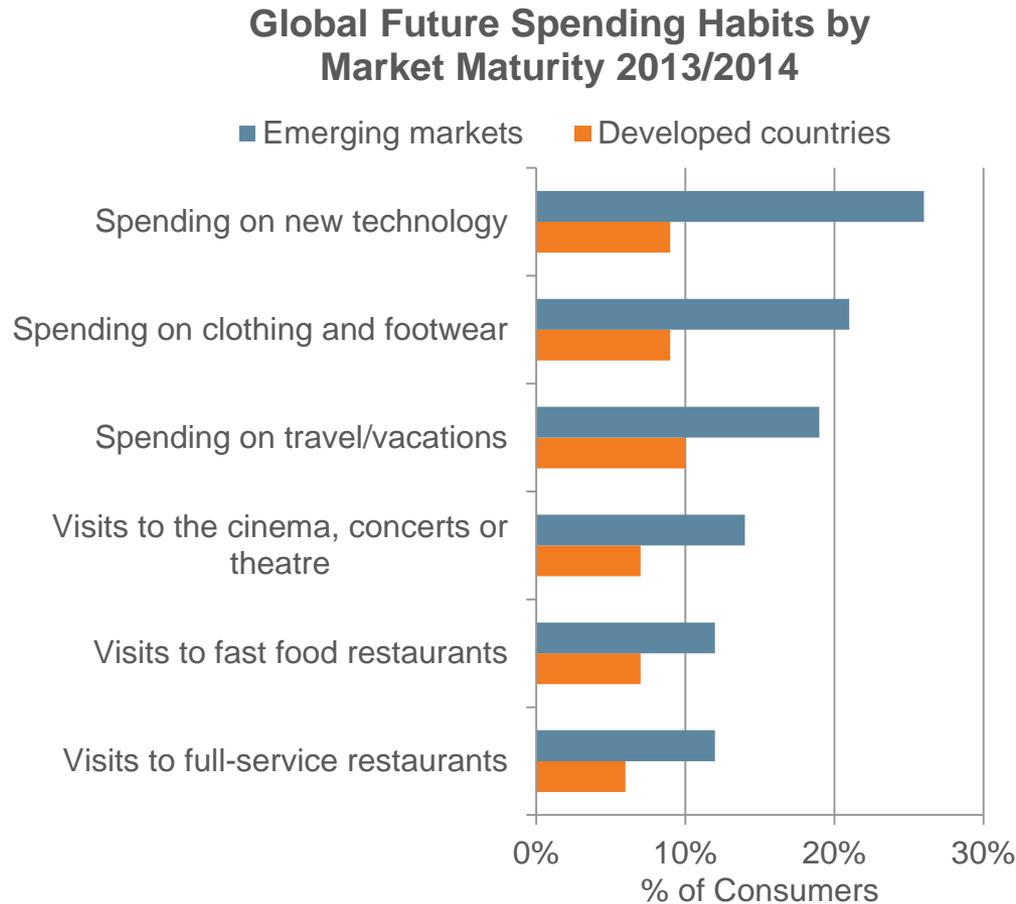
This award is testimony to our strength innovation and export success as a company and to the hard work and excellence shown by all of our staff.



Ter

**CASE STUDIES: TRAVEL & TOURISM**

## Spending on travel is a top three priority



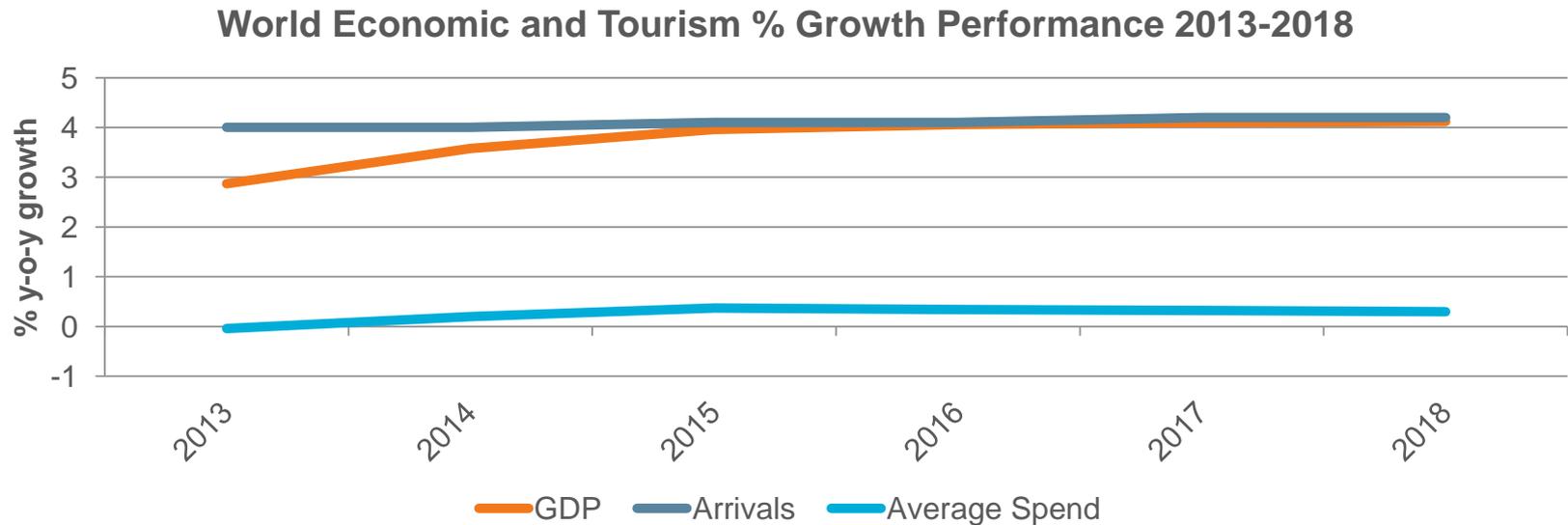
- Emerging market consumers more likely to say that they had increased spending over the past year
- Emerging markets more likely to increase their spending over the next year in technology and travel

Source: Euromonitor International Global Consumer Trends, 2013

Note: Shows percentage of consumers in each market who said they intend to increase spending for the given categories in the next 12 months (mid-2013 to mid-2014)

## Global tourism demand hits record levels

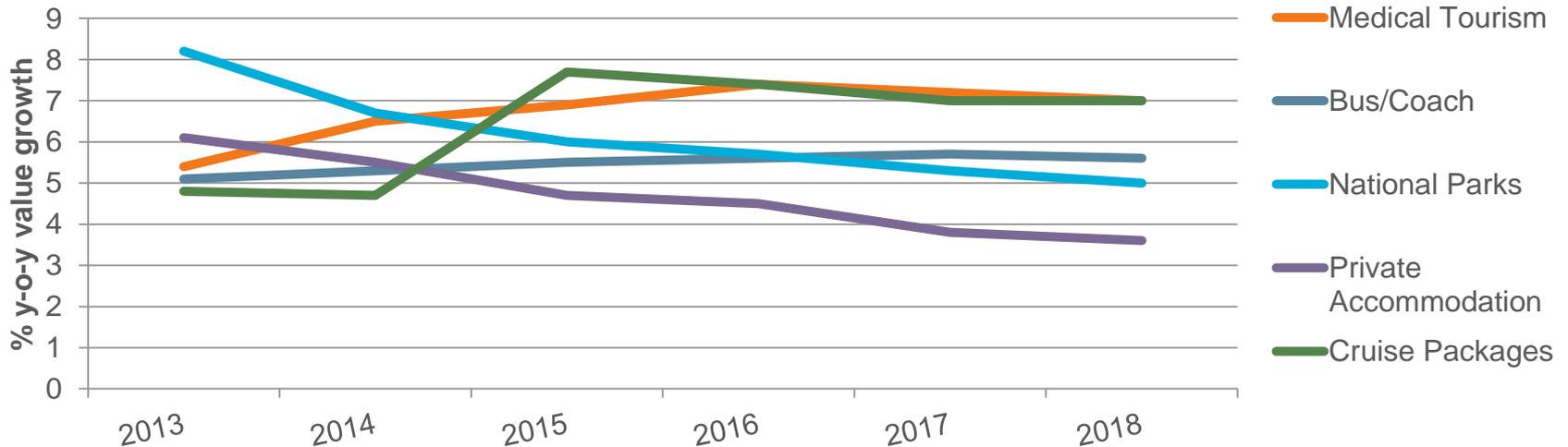
- Increases in arrivals proved stronger than the growth in global GDP for 2013
- Average spend by arrivals continues to show minimal growth to 2018
- Consumers heading online to find deals and value for money when spending on travel



## Desire for health and relaxation behind dynamic growth

- Medical tourism is a leading growth category
- Cruise packages boost from new emerging markets visitors
- Natural parks popular as consumers seek nature-based activities
- Private accommodation benefits from the peer-to-peer trend

Leading Travel Categories % Value Growth 2013-2018



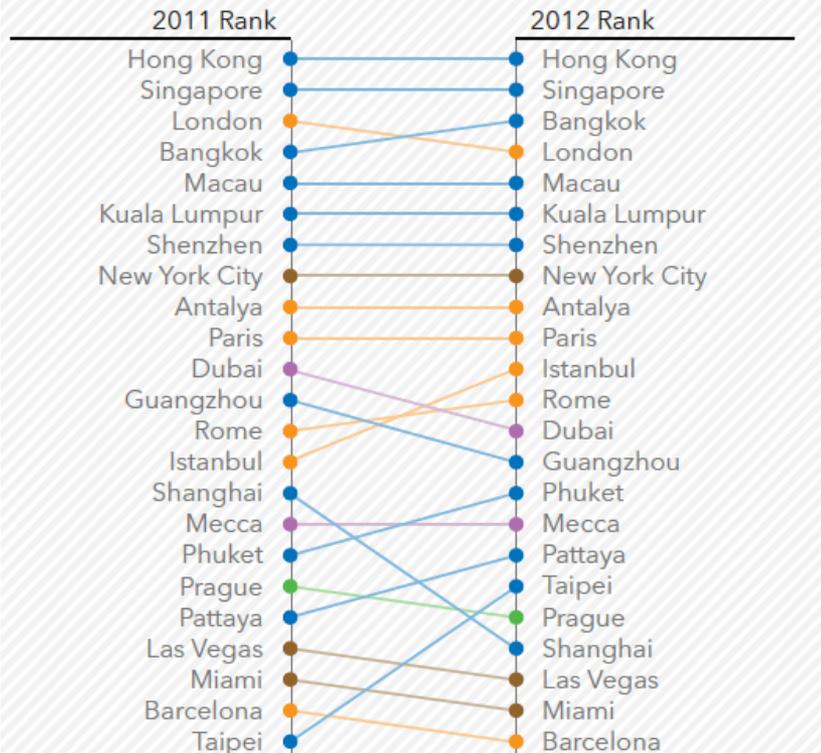
## CASE STUDIES: CITIES



# Top City Destinations Ranking

■ Top 100 cities together experiencing a healthy 7% growth in international arrivals

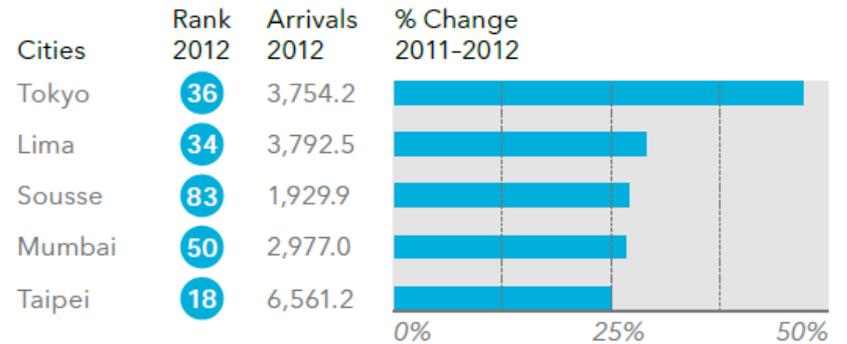
Top 100 Cities in 2011 and 2012  
Change in Rank



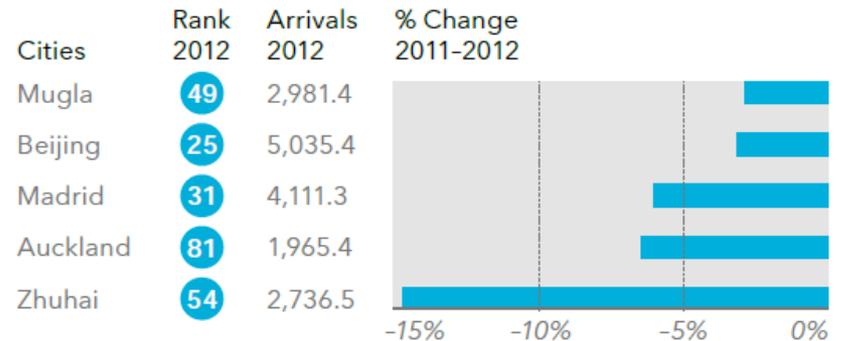
## Best and Worst Performing Cities

arrivals '000 trips, 2012; % change 2011-2012

### Best Performing



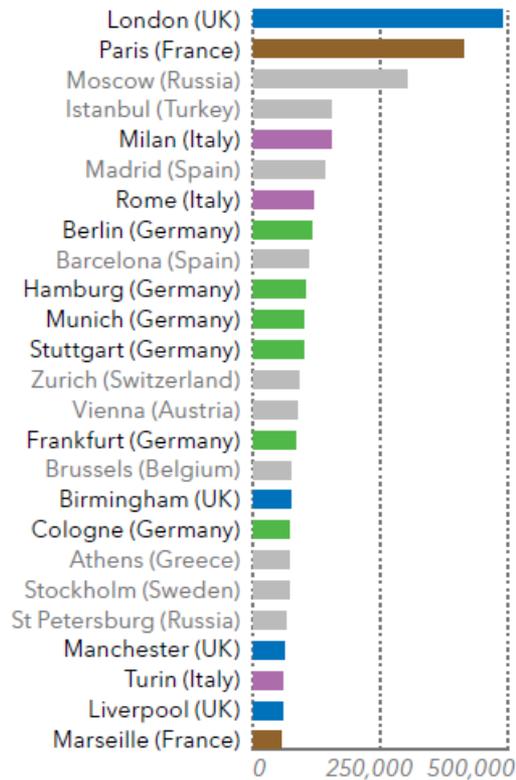
### Worst Performing



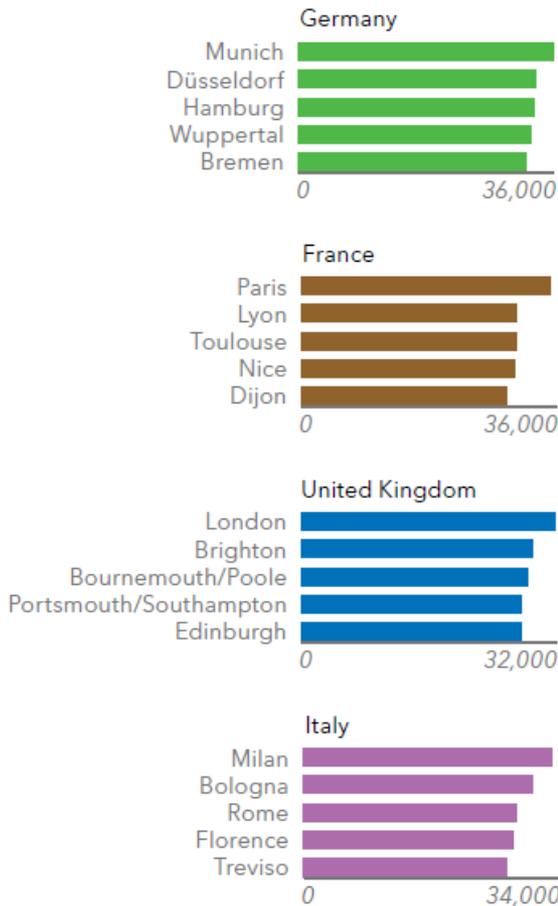
# Are Second-Tier Cities Visible in Europe?

- Non-capital cities are expected to play an important role in achieving balanced territorial development at the EU level

**Top 25 European Cities**  
Total Disposable Income  
US\$ million, 2013

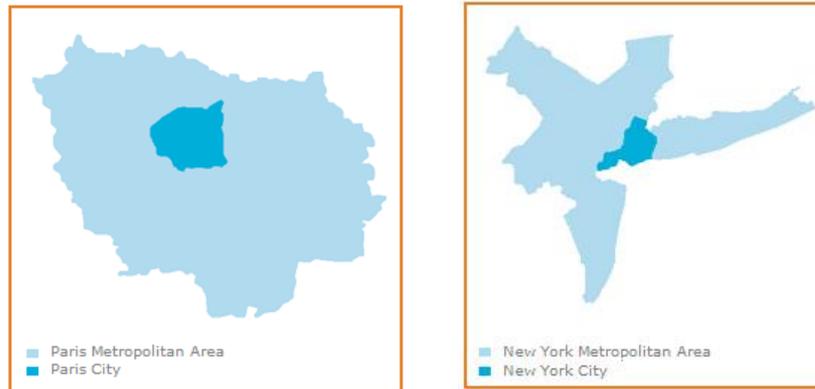


**Wealthiest Cities by Country**  
Per Capita Income  
US\$, 2013



## Definitions and data sources

Passport Cities provides the data for **metropolitan areas** (different than core cities!), because they can be considered as single labour and consumer pool and can be used as a proxy to estimate market potential.



### Data sources

- regional statistical offices
- city development agencies
- central and regional governments
- central banks
- national and regional transport departments
- tourism departments
- airports
- public transport providers
- vehicles registers, municipalities
- air pollution measuring stations
- NGOs
- hotels associations
- NSOs
- international organisations

# 126 City reviews for each of Tier 1 cities

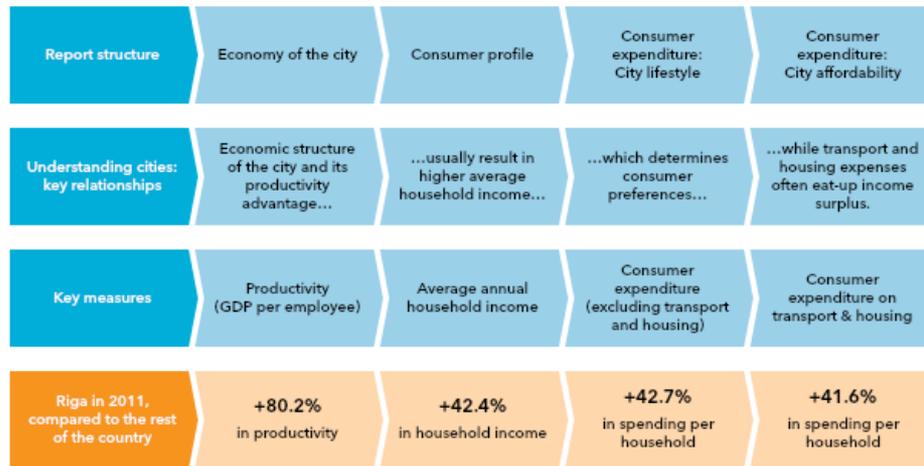
## Riga City Review

Cities | 05 Feb 2013

### Riga Review At A Glance

#### Understanding Riga Review Structure

Chart 1 Overview



Source: Euromonitor International

#### Key Facts On Riga

Summary 1 Key Facts On Riga 2006, 2011, 2020

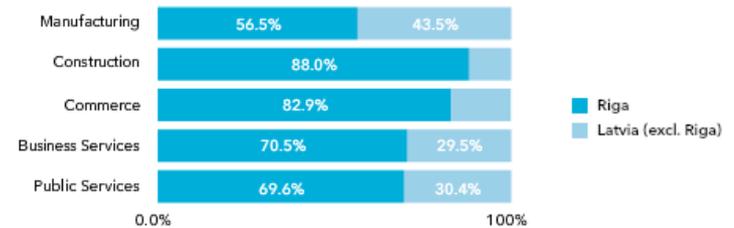
Indicator	2006	2011	2020
Share of Services (% of total GDP)	68.9	68.6	-
Total GDP (LVL million, current prices)	7,642	9,497	18,794
Real GDP Growth (%)	10.8	6.2	3.8
Unemployment Rate (%)	5.5	15.9	-
Population: January 1st ('000)	1,097	1,090	1,084

Source: Euromonitor International

#### Industrial Make-up

Chart 3 GDP By Economic Sector 2011

As % of country total



Source: Euromonitor International

Chart 4 Industrial Composition Of Riga 2011



Source: Euromonitor International

Riga is the largest Latvian city and undoubtedly the core centre of the country's economy. More than half of the national population (53%) resides in Riga, contributing 67% of the country's GDP.

Almost two thirds of the economy in the metropolitan area is based on commerce and business services. As in most Eastern European metropolitan regions, commerce contributes the largest share of the regional GDP (39%). Commerce in Riga is also supported by the activities of its seaport: in 2011, exports accounted for 42% of Latvian GDP and most of them were transferred through the Port of Riga.

Business services account for almost a quarter (24%) of metropolitan GDP, a relatively small share for a capital city. Manufacturing creates 16% of the regional economy; in contrast to the trend in many Western European cities, it is up from 12% in 2006.

# Webinar: Uncovering Business Opportunities in Second-Tier Cities

<http://go.euromonitor.com/webinar-uncovering-business-opportunities-second-tier-cities.html>



## Uncovering Business Opportunities in Second-Tier Cities

Thursday, May 15, 2014  
9 a.m. CST/3 p.m. BST

**Capitalise on rising middle classes, government incentive programs and competitive production costs to grow your business**

International companies often target the largest metropolises when establishing themselves in external markets. However, doing business in these first-tier cities can prevent growth due to intense competition and diverse populations.

Second-tier cities can provide unexploited opportunities for generating extra revenue. In fact, many smaller cities are growing more quickly than first-tier cities, both in production and consumption.

**In this webinar, you will learn:**

- Which second-tier cities hold the most opportunities for your business
- Consumer trends developing in first-tier cities vs. second-tier cities
- How wealth is distributed

9 [Share!](#) [f](#) [t](#) [in](#)

**Yes, I want to attend!**

First Name: \*

Last Name: \*

Email Address: \*

Job Title: \*

Company Name: \*

Company Type: \*

Country: \*

Phone Number:

[Register](#)



## THANK YOU FOR LISTENING

Mangirdas Čiočys, [mangirdas.ciocys@euromonitor.lt](mailto:mangirdas.ciocys@euromonitor.lt)

Tel: +370 5 243 1577 ext 4651

### CONNECT WITH US!



<http://blog.euromonitor.com/>



[@Euromonitor](https://twitter.com/Euromonitor)



[www.facebook.com/euromonitorinternational](http://www.facebook.com/euromonitorinternational)



<http://www.linkedin.com/groups?about=&gid=744327>