Euromonitor International is a global market research company providing strategic intelligence on industries, companies, economies and consumers.

Our research is widely used by universities, colleges and academic-affiliated research centres world-wide, supporting a range of economics and management programmes.
**HOW OUR RESEARCH HELPS**

Use our research to understand the global economic landscape. Study relationships between GDP growth, employment, international trade, inflation, income, expenditure, production and consumption.

Assess the impact of macro-economic shock scenarios such as a China hard landing, or an emerging market downturn.

Students gain experience using the same professional-level research database that leading governments, banks, consultancies and companies rely on to make effective business decisions.

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**Encourage commercial thinking**

Create assignments with real world-relevance and develop commercial and analytical skills that companies are looking for. Build a detailed picture of country operating environments, the ease of doing business, technological challenges, political and economic risks.

» Understand how economies are structured, identifying the key drivers and barriers to growth

» Benchmark key macro-economic indicators against other countries comparing past, current and future performance

» Identify how government policy, economic conditions and raw materials impact and affect each other

» Get a clear picture of consumers in society, where they live, their income, lifestyles and attitudes
In the classroom: Economic analysis assignment

With economic performance declining in some BRIC (Brazil, Russia, India and China) countries, economists are looking for new growth angles. Come up with an alternative group of emerging countries to the BRIC countries and explain your choices.

- Compare the size of emerging economies and the key drivers of economic growth
- Consider the business operating environment and whether growth opportunities outweigh political and economic risks
- Evaluate the balance of trade between imports vs. exports and determine if countries are susceptible to economic downturns elsewhere
Passport

Passport is our syndicated global research database offering shared access to internationally comparable market research quickly and cost-effectively.

Passport advances an understanding of the global industry and economic landscape in more than 200 countries, providing actionable business insight.
Passport helps you to gather intimate knowledge on a country environment, from broad macroeconomic statistics to more specific analysis of industrial production, the business environment and changing demographics.

**Business dynamics**
Gain a thorough understanding of the factors influencing a country’s business operating environment, with insights into labour force dynamics, business costs, political stability and global competitiveness. Measure key factors in setting up businesses such as paying taxes, trading across borders and the strength of transport infrastructures.

**Cities**
Cities provides data and analysis on 1,150 of the world’s major metropolitan areas, covering insights like demographic composition, household income distribution, expenditure structure, industrial makeup and employment.

**Industrial**
Industrial is a breakthrough economic research solution analysing the industrial makeup of the world’s largest economies, providing actionable insight on industries and supply chains. Assess production, consumption and buyer / supplier relationships in 177 industries.

**Natural resources**
Understand how the environment is affecting the bottom line, helping to mitigate risk, take advantage of innovation opportunities and consider new ways of doing business. Deepen your understanding of raw material availability and environmental standards to develop the business case for key sustainability goals.

**Economy, finance and trade**
Access all key macroeconomic data and analysis including monthly and quarterly economic indicators. Gain insight on external drivers to determine the most attractive countries for growth and forecast how a country’s economy might change in the future.
Digital consumer
Examine how technological advances, the arrival of smartphones and location-based tools, are forever altering the way that consumers browse and buy products and services in this new digital era. Digital Consumer helps you understand the complete story of the connected consumer, the digitised path to purchase and the evolution of the commerce experience.

Households
Analyse the structure, behaviour and trends in households across 210 countries, providing insight on demand drivers for household goods and services. Gain insights on the number of home dwellers, living space and urban/rural location to build a complete picture of the consumer landscape. Evaluate shifts in home ownership and its impact on consumer expenditure.

Income and expenditure
Income and expenditure research provides data on nearly 1,000 indicators, from average gross income by age to household income bands and deciles, offering in-depth detail on the spending habits of consumers at a granular level.

Lifestyles
Analyse every aspect of consumer life at home, in stores and other environments across 85 markets. Explore consumer behaviour, preferences, attitudes and purchase motivations.

Population
Population research analyses shifts in demographic patterns, providing an understanding of key indicators and megatrends impacting consumer demand. Forecast key demographic indicators on areas such as age, sex, urbanisation and migration.