

Central & Eastern Europe Wealth Markets Database 2010

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Date: February 2011

Pages: 0

Price: US\$ 10,000.00 (Single User License)

ID: CA5D51E87FBEN

Abstracts

Introduction

Central & Eastern Europe was among the fastest-growing region prior to the global financial crisis, but the last few years have taken their toll on the affluent populations there.

This database quantifies the affluent population and the aggregate onshore wealth they hold in 16 CEE countries. The population is segmented across 10 asset bands starting at EUR50k and forecast to 2014.

Features and benefits

Compare markets for entry opportunities using our detailed breakdown of the number of individuals and onshore liquid assets in 16 countries

Identify your target customer base in an individual country with detailed segmentation across 10 liquid asset bands, in both EUR and USD

Build your forward plans using our forecasts of wealthy individuals and the value of their onshore liquid assets to 2014, split by liquid asset band

Highlights

There are more than 65,000 millionaires across Central & Eastern Europe. Russia has the largest millionaire population; find out which country is second biggest.

12 of the 16 countries had shrinking affluent populations in 2009; see which countries continued to grow.

Your key questions answered

Interested in millionaires? Mass affluents? Those with more than EUR200k?
Which countries have the largest populations in your target customer base?

How fast will the affluent populations in each country recover from the global downturn? Which will lag behind the rest?

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