

Advertising & Sales Promotion Europe Report & Database

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Abstracts

ADVERTISING & SALES PROMOTION EUROPE REPORT + DATABASE

The Advertising & Sales Promotion Europe Report & Database gives Market Consumption/Products/Services for 44 countries by each Product by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Albania, Andorra, Armenia, Austria, Belarus, Belgium, Bosnia & Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Georgia, Germany, Greece, Greenland, Hungary, Iceland, Ireland, Italy, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Netherlands, Norway, Poland, Portugal, Romania, Serbia & Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom. Other countries: Faeroe Islands, Guernsey, Jersey, Kosovo have data caveats due to local conditions.

59 MARKET RESEARCH CHAPTERS. SPREADSHEET CHAPTERS: Market Consumption - in US\$ by Country by Product/Service by Year. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

EUROPE & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS. FINANCIAL SPREADSHEETS & DATABASES. INDUSTRY SPREADSHEETS & DATABASES.

Data includes Market Consumption by individual Product/Service, Per-Capita Consumption, Marketing Costs & Margins, Product Launch Data, Buyers, End Users &

Customer Profile, Consumer Demographics. Historic Balance Sheets, Forecast Financial Data, Industry Profile, National Data.

The report is on a DVD containing the entire web and databases, or it is available online. Merge text, tables & databases for your own reports, spreadsheet calculations & modeling.

28 Products/Markets covered, 1930 pages, 3968 spreadsheets, 3952 database tables, 274 illustrations. Updated monthly. 12 month After-Sales Service.

Contents

ADVERTISING & SALES PROMOTION EUROPE REPORT + DATABASE

The Market for Advertising & Sales Promotion in each country by Products & Services.

The Advertising & Sales Promotion Europe Report & Database covers:

TIME SERIES - Historic: 1997- 2019/Current time series: 2020- 2027/Long Term Projection: 2027-2046. Consumption given at industry/distribution channel/service or product line level.

PRODUCTS & MARKETS COVERED:

ADVERTISING + SALES PROMOTION

1. Advertising and Sales Promotion
2. National & Regional Newspapers
3. Local & Free Newspapers
4. Consumer Magazines & Periodicals
5. Trade & Technical Press
6. Outdoor + Transport Advertising
7. Direct Mail & Print Distribution
8. Catalogues & Leaflets
9. POS/Window & Interior Displays
10. Samples & Gift Schemes
11. Exhibitions/Sales Promotion & Associated Activities
12. Cinema/Television/Radio
13. Miscellaneous Media
14. Application: Clothes
15. Application: Domestic Appliances & Equipment
16. Application: Financial
17. Application: Food/Drink/Tobacco
18. Application: Government/Services/Institutional/Industrial
19. Application: Holidays/Travel/Transport
20. Application: Household Stores
21. Application: Leisure & Entertainment
22. Application: Motor
23. Application: Publishing

- 24. Application: Retail & Mail Order
- 25. Application: Toiletries/Cosmetics/Medical
- 26. Application: Service Industries
- 27. Application: Miscellaneous

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EUROPEAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 European Database tables & Spreadsheets covering business scenarios. 1435 European Database tables & Spreadsheets covering Markets, Market Forecast, Financial Forecast, Financial Margins, Historic Financial, Historic Costs, Industry Norms for each country. 3816 National Database tables & Spreadsheets covering business scenarios.

FINANCIAL SPREADSHEETS & DATABASES: 188 Balance Sheet, Financial Margins

& Ratios for each of 103 Business Scenarios - by Country by Year - Forecast 2020-2027, Forecast 2027-2046.

INDUSTRY SPREADSHEETS & DATABASES: 820 Database tables & Spreadsheets covering Historic Industry Balance Sheet Data, Forecast Industry Financial Data, Industry Profiles & Norms - by Country by Year - Forecast 2020- 2027, Forecast 2027-2046.

NATIONAL DATA - by Country by Year.

The report is produced on a DVD containing the entire report web and databases, and it is also supplied online as a zipped file. Readers can access & reproduce the information for their own documents or reports. Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.

28 Products covered for 44 Countries: 1930 pages, 3968 spreadsheets, 3952 database tables, 274 diagrams & maps.

This database is updated monthly. 12 months Full After-Sales Services & Updates available from the publishers.

This report is also available as 9 Regional Reports: Canada and the USA, Central America (31 countries), South America (13 countries), Europe (45 countries), Eurasia (4 countries), Middle East (19 Countries), Africa (54 countries), Asia (48 countries), and Oceania (20 countries). This report is also available for individual countries.

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