

Direct Selling, Books, Periodicals, Videos & Comp Revenues Africa Report & Database

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Abstracts

DIRECT SELLING, BOOKS, PERIODICALS, VIDEOS & COMP REVENUES AFRICA REPORT + DATABASE

The Direct Selling, Books, Periodicals, Videos & Comp Revenues Africa Report & Database gives Market Consumption/Products/Services for 54 countries by 6 to 10-Digit NAICS Product Codes by 3 Time series: From 1997- 2019 and Forecasts 2020- 2027 & 2027-2046.

Countries covered include: Algeria, Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Cote d'Ivoire, Democratic Republic Congo, Djibouti, Egypt, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Kenya, Lesotho, Liberia, Libya, Madagascar, Malawi, Mali, Mauritania, Mauritius, Morocco, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, Sao Tome/Principe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, Sudan, Swaziland, Tanzania, Togo, Tunisia, Uganda, Western Sahara, Zambia, Zimbabwe. NB: Data Caveats apply to some countries.

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.

AFRICA & 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.

26 Products/Markets covered, 1912 pages, 3998 spreadsheets, 3973 database tables, 272 illustrations. Updated monthly. 12 month After-Sales Service. This database covers NAICS code: 4543902_L.

Contents

DIRECT SELLING, BOOKS, PERIODICALS, VIDEOS & COMP REVENUES AFRICA REPORT + DATABASE

The Market for Direct Selling, Books, Periodicals, Videos & Comp Revenues in each country by Products & Services.

This database covers NAICS code: 4543902_L. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.

The Direct Selling, Books, Periodicals, Videos & Comp Revenues Africa 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:

DIRECT SELLING - BOOKS - PERIODICALS - VIDEOS + COMP REVENUES

1. Direct selling, books, periodicals, videos & comp Lines
2. Groceries & other foods for human consumption off the premises
3. Bottled, canned, or packaged soft drinks
4. All other foods
5. Meals, unpack snacks, sandwiches, etc for immediate consump
6. Miscellaneous consumables
7. Drugs, health aids, beauty aids, including cosmetics
8. Paper & related prod, incl paper towels, toilet tissue, wraps,etc
9. TVs, video recorders, video cameras, videos, DVDs, etc
10. Video recorders, cameras, tapes&electr game/DVD comb dev
11. Audio equip, musical instr, radios, stereos, CDs, media, etc
12. Audio equipment, components, parts & accessories
13. Recorded media, audio media books, CD & DVD
14. Computer hardware, software, & supplies
15. Computer & peripheral equipment
16. Prepackaged (off-the-shelf) computer software

17. Kitchenware & home furnishings
18. Jewelry, incl watches, watch attach, novelty jewelry, etc
19. Books
20. Toys, hobby goods, & games
21. Toys, including wheel goods
22. Games, including video & electronic games
23. Hobby goods
24. All other merchandise
25. All nonmerchandise receipts

59 MARKET RESEARCH CHAPTERS:

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SPREADSHEET CHAPTERS:

PRODUCT CONSUMPTION - in US\$ by Country by Product/Service by Year: 1997-2019, Forecast 2020- 2027, Forecast 2027-2046. Market, Financial, Competitive, Market Segmentation, Industry, Critical Parameters, Marketing Costs, Markets, Decision Makers, Performance, Product Launch.

AFRICAN & NATIONAL REPORT MARKET DATABASE & SPREADSHEETS: 1332 African Database tables & Spreadsheets covering business scenarios. 1435 African

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.

26 Products covered for 54 Countries: 1912 pages, 3998 spreadsheets, 3973 database tables, 272 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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