

2017 Digital Consumer Index: Pinpointing the Most Promising Digital Opportunities

<https://marketpublishers.com/r/2B659480C31EN.html>

Date: October 2017

Pages: 50

Price: US\$ 1,325.00 (Single User License)

ID: 2B659480C31EN

Abstracts

With more consumers shifting to digital platforms, companies must rethink where to deploy resources in the digital era. In order to assist companies with identifying which geographic markets are the most digitally attractive and offer the best prospects for digital initiatives, Euromonitor International created the Digital Consumer Index. This tool pinpoints a country's relative digital standing in the present, as well as offers forecasts for where it is expected to be five years from now.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

Identify factors driving change now and in the future

Understand motivation

Forward-looking outlook

Briefings and presentation should provoke lively discussion at senior level

Take a step back from micro trends

Get up to date estimates and comment

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

- Introduction
- Introducing the 2017 Digital Consumer Index
- Uncovering Digital Connectivity Opportunities
- Identifying Promising Digital Commerce Markets
- Digital Consumer Index Markets to Watch
- Key Insights From the Digital Consumer Index
- Appendix

I would like to order

Product name: 2017 Digital Consumer Index: Pinpointing the Most Promising Digital Opportunities

Product link: <https://marketpublishers.com/r/2B659480C31EN.html>

Price: US\$ 1,325.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/2B659480C31EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970