

2018 Digital Consumer Index: Identifying Key Opportunities for Digital Investment

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Abstracts

With more consumers shifting to digital platforms, companies must reconsider where to deploy resources. In order to assist companies with identifying which geographic markets offer the best prospects for future deployment of digital initiatives, Euromonitor International publishes the Digital Consumer Index on an annual basis. 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.

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