

# Consumer Cities 2022: Where to Look for Opportunities?

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## Abstracts

The global urban consumer landscape is increasingly complex and difficult to navigate. Which cities should you choose for your consumer business expansion? To answer this and other questions, we are introducing the Euromonitor International Cities Scorecard tool, which ranks 1,219 cities globally and helps determine which urban consumer markets are offering the best opportunities. This report provides global and regional city ranks and detailed city snapshots of the most promising cities.

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.

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Understand motivation

Forward-looking outlook

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Take a step back from micro trends

Get up to date estimates and comment

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