

Consumer Lifestyles in Montenegro

URL:	https://marketpublishers.com/r/CBD5DDF9CB2EN.html
Date:	February 23, 2011
Pages:	55
Price:	US\$ 2,100.00
ID:	CBD5DDF9CB2EN

Montenegro has been affected by the global recession and as a young country that gained its independence in 2006, Montenegro is struggling to sustain its economy and to provide a better quality of life for its citizens. As average monthly incomes are insufficient to cover the basic needs of a family there has been a shift in consumer behaviour. The trend of thrift buying emerged and many consumers started switching to cheaper products in order to be able to cover their basic needs.

Euromonitor's Consumer Lifestyles in Montenegro report analyses factors influencing national consumer expenditure. Consumer lifestyles reports include coverage of: population, urban development, home ownership, household profiles, labour, income, consumer and family expenditure, health, education, eating habits, drinking habits, shopping habits, personal grooming, clothing, leisure habits, savings and investments, media, communication, transport and travel and tourism. Use this report to understand the factors influencing a nation's lifestyle choices.

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

Why buy this report?

- Get a detailed picture of the Consumer Lifestyles market;
- Pinpoint growth sectors and identify factors driving change;
- Understand the competitive environment, the market's major players and leading brands;
- Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International
February 2011

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