

Why City Insights Matter for Business Strategy

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Abstracts

From inciting technological innovation to adapting to social change, cities play an important role in today's societies. Keeping businesses, governments and other organisations informed about city-level changes, such as knowing where incomes are rising or which markets are ageing, is crucial to their future success. Passport Cities seeks to provide answers to a range of business questions, ensuring users can benchmark and identify cities, explain key consumer changes and examine urban profiles.

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

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