

# Why Income and Expenditure Insights are Critical for Business Strategy

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Date: February 2017

Pages: 27

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

ID: WC7C6E1D2F3EN

## Abstracts

Income and expenditure insights – for example, insights into who the consumers are; where they live; how much money they earn; and what they spend their money on – are truly critical to business success. Such insights help companies understand market potential, target consumers within appropriate income bands, and devise long-term strategies such as whether to enter a prospective market or which products and services to offer and at which price points.

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

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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