

Market Explorer

Discover opportunities in over 90 countries and 200 cities

Market Explorer is a unique online tool that allows anyone focused on market scanning and forecasting to immediately see which countries and cities offer the greatest opportunities for their products and services, now and in the future.

The first stage of any successful international growth strategy is the identification of markets that offer the greatest potential for consumption of goods and services.

Market Explorer is a precise, reliable and fast online tool that provides evidence-based, actionable results tailored to your requirements.

Powered by EIU Canback and developed by experts in economic modelling and forecasting, Market Explorer hones in on markets that match your target demographic both at country and city level. It also allows you to weight those opportunities against the risk inherent in any new investment.

A global online market scanning and forecasting tool that's light years ahead

● **Emerging markets focus:** With over 90 countries and 200 cities at your fingertips Market Explorer puts a particular spotlight on centres of rapid economic growth. Rank and compare countries and cities in terms of their market potential by drawing on EIU Canback's world renowned demographic and income data forecasts. We've incorporated over 1,600 data points per city. No other provider can deliver this level of granularity.

● **Plan for today and forecast through to 2030:** With data available from 2005 – 2030 Market Explorer helps you form a view on markets over time view results from past, current and future years.

● **Precise outcomes, reliable data:** Powered by our rigorous approach to data standardisation, economic analysis and

forecasts, Market Explorer offers precise comparisons between potential markets in terms of size and nature of opportunity.

● **Evidence-based, actionable results tailored to your requirements:** Adjust rankings according to your appetite for risk or return by refining and weighting results by adding over 15 external environmental indicators.

● **Fast, User-friendly and with a choice of reporting:** In just a few simple steps you can have access to tailored market opportunities and forecasts with your choice from a range of reporting options.

● **Support from our team of experts when you need it:** We'll always be on hand to provide training and customised support when you need it.

Identify tailored opportunities

Market Explorer provides a fast, intuitive and flexible interface so in just a few simple steps you can have access to market opportunities and forecasts based on your requirements.



Empowering your international growth strategy

Market Explorer enables you to access global opportunities for your business, identify more than 90 country markets, with the ability to drill down further to more than 200 cities

Geographical coverage

Algeria	Algiers		Suzhou (Jiangsu)	Israel	Tel Aviv		Yekaterinburg
Angola	Luanda		Tianjin	Italy	Milan		Dammam
Argentina	Buenos Aires		Urumqi	Japan	Osaka	Saudi Arabia	Jeddah
	Cordoba		Wuhan		Tokyo		Mecca
	Mendoza		Wuxi	Jordan	Amman		Riyadh
	Rosario (in Santa Fe province)		Xiamen	Kazakhstan	Almaty	Senegal	Dakar
Australia	Sydney		Xi'an		Astana	Serbia	Belgrade
	Melbourne		Zhengzhou	Kenya	Mombasa	Singapore	Singapore
Austria	Vienna	Colombia	Baranquilla		Nairobi	Slovakia	Bratislava
Azerbaijan	Baku		Bogota	Kuwait	Kuwait City	Slovenia	Ljubljana
Bangladesh	Dhaka		Calí	Latvia	Riga	South Africa	Cape Town
	Chittagong		Medellín	Lebanon	Beirut		Durban
Belgium	Brussels	Côte d'Ivoire	Abidjan	Libya	Tripoli		Johannesburg
Bolivia	La Paz	Croatia	Zagreb	Lithuania	Vilnius	South Korea	Seoul
	Santa Cruz	Cuba	Havana	Malaysia	Iphoh	Spain	Madrid
Brazil	Belem	Czech Republic	Prague		Johor Bahru	Sri Lanka	Colombo
	Belo Horizonte	Denmark	Copenhagen		Kuala Lumpur	Sudan	Khartoum
	Brasília	Dominican Republic	Santo Domingo	Mexico	Guadalajara	Sweden	Stockholm
	Campinas	DRC	Kinshasa		Mexico City	Switzerland	Zurich
	Curitiba	Ecuador	Guayaquil		Monterrey	Taiwan	Taipei
	Fortaleza		Quito		Puebla	Tanzania	Dar es Salaam
	Goiania	Egypt	Alexandria		Tijuana	Thailand	Bangkok
	Manaus		Cairo		Toluca		Chiang Mai
	Porto Alegre	Estonia	Tallinn	Morocco	Casablanca		Hat Yai
	Recife	Ethiopia	Addis Ababa	Mozambique	Maputo	Tunisia	Tunis
	Rio de Janeiro	Finland	Helsinki	Netherlands	Amsterdam (Randstad)	Turkey	Adana
	Salvador	France	Paris	New Zealand	Auckland		Ankara
	Sao Paulo	Germany	Berlin	Nigeria	Abuja		Antalya
Bulgaria	Sofia		Frankfurt am main		Ibadan		Bursa
Cameroon	Douala		Hamburg		Kano		Gaziantep
	Yaounde		Munich		Lagos		Istanbul
Canada	Montreal	Ghana	Accra		Port Harcourt		Izmir
	Toronto		Kumasi	Norway	Oslo	Uganda	Kampala
Chile	Santiago de Chile	Greece	Athens	Pakistan	Karachi	Ukraine	Kiev
	Valparaíso	Hong Kong	Hong Kong		Lahore	United Arab Emirates	Abu Dhabi
China	Beijing	Hungary	Budapest	Peru	Arequipa		Dubai
	Changchun	India	Ahmadabad		Lima	United Kingdom	London
	Chengdu		Bangalore	Philippines	Trujillo	United States of America	Chicago
	Chongqing		Chennai		Cebu		Dallas-Fort Worth
	Dongguan		Hyderabad		Davao		Los Angeles
	Foshan		Kolkata		Manila		New York City
	Guangzhou		Mumbai	Poland	Katowice		Washington, DC
	Hangzhou		New Delhi		Krakow	Venezuela	Caracas
	Harbin		Pune		Warsaw		Maracaibo
	Jinan		Surat	Portugal	Lisbon		Valencia
	Kunming	Indonesia	Bandung	Qatar	Doha	Vietnam	Hanoi
	Nanjing		Jakarta	Romania	Bucharest	Vietnam	Ho Chi Minh City
	Qingdao		Medan	Russia	Moscow	Zambia	Lusaka
	Shanghai		Surabaya		Nizhny Novgorod	Zimbabwe	Harare
	Shantou	Iran	Mashhad		Novosibirsk		
	Shenyang	Ireland	Tehran		St Petersburg		
	Shenzhen		Dublin		Vladivostok		

Market Explorer is the only global online market scanning and forecasting service of its kind. Delivering powerful evidence-based, actionable results designed to inform your global market investment decisions now and in the future.

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