MarketLine

MarketLine's Chartbooks:

MarketLine Chartbooks pull together data points from a variety of internal and external data sources to provide quick to understand and assimilate visual analysis on a variety of sectors, topics and indicators. From macroeconomic factors to leading companies, cities and sectors, each Chartbook is presented in an accessible slide-pack format and also provides to-the-point analysis and explanation of key factors behind the trends shown. The four collections available are Country Statistics, City Statistics, Company Statistics and Industry Statistics.

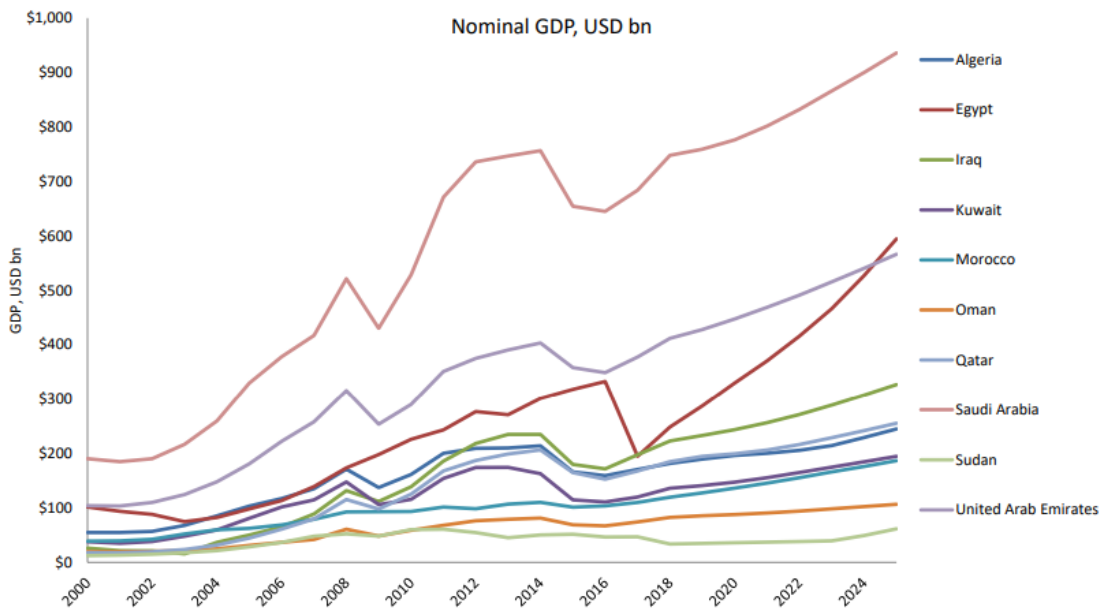## What are Country Statistics Chartbooks?

MarketLine's Country Statistics chartbooks provide an overview, analysis and comparisons of the largest economies in various regions. The analysis compares these countries through a variety of economic, social and demographics metrics and provides an overview of many major countries, blocs, regions and economies. Country chartbooks can be used to inform a wide range of business decisions and can provide an overview of many regions as well as a wealth of country-specific information.

Example Indicators:

Indicator	Field	Value	Indicator	Field	Value
Nominal GDP	Metric	US Dollars ($USD)	**Household Expenditure (Education)**	Metric	US Dollars ($USD)
	Unit	Billions		Unit	Absolute per household
	Range	2000-25		Range	2000-16
	Forecast	2018-25		Forecast	none
Nominal GDP per Capita	Metric	US Dollars ($USD)	**Household Expenditure (Recreation)**	Metric	US Dollars ($USD)
	Unit	Absolute		Unit	Absolute per household
	Range	2000-25		Range	2000-16
	Forecast	2018-25		Forecast	none
Real GDP Growth	Metric	Growth vs. Previous Year	**Exchange Rate**	Metric	LCU per $1 (USD)
	Unit	Percentage (%)		Unit	Absolute
	Range	2000-25		Range	2000-25
	Forecast	2016-25		Forecast	2018-25
Consumer Price Index	Metric	Index (base year 2010)	**Exchange Rate (% change)**	Metric	Growth vs. Previous Year
	Unit	Index		Unit	Percentage (%)
	Range	2000-25		Range	2000-25
	Forecast	2018-25		Forecast	2018-25
Consumer Price Inflation	Metric	Growth vs. Previous Year	**Population**	Metric	Population
	Unit	Percentage (%)		Unit	Millions
	Range	2000-25		Range	2000-25
	Forecast	2018-25		Forecast	2018-25
CPI Food	Metric	Growth vs. Previous Year	**Population Growth %**	Metric	Growth vs. Previous Year
	Unit	Percentage (%)		Unit	Percentage (%)
	Range	2000-16		Range	2000-25
	Forecast	none		Forecast	2018-25
CPI Energy	Metric	Growth vs. Previous Year	**Unemployment Rate %**	Metric	Unemployed as % of Total Population
	Unit	Percentage (%)		Unit	Percentage (%)
	Range	2000-16		Range	2000-25
	Forecast	none		Forecast	2018-25

Example Chart: Country Comparison Chartbook – Key Indicsators: Arab States (2018)

Saudi Arabia and the UAE are the largest nations in the Arab states by GDP due almost exclusively to their large oil wealth.

Features & Benefits

- Identifies the largest countries within a particular group, region or bloc.
- Provides GDP breakdowns in nominal, real, per capita and growth rate terms.
- Provides historical data and forecasts of the Consumer Price Index, inflation and household consumption.
- Provides information on the exchange rates within each economy and how they have changed over time.
- Provides historical and forecast data on each country's population in addition to its growth rate.
- Provides data on unemployment rates over time, taking a closer look at the period covering The Great Recession and its immediate aftermath.

Key Questions Answered

- What are the largest economies in the group?
- How do they rank by nominal and real GDP?
- How do they rank by per capita GDP and GDP growth rates?
- How have inflation rates varied in each country over the years?
- How have currency exchange rates fluctuated historically and why?

- How rapidly have populations grown in recent years, and what is expected to happen in the near future?
- How have unemployment rates changed in the last 15 years?
- What effect did The Great Recession have on unemployment rates?

Academic Courses/Modules

Business Students
Economics Students
Geography Students
Sociology Students
Modern History Students
Politics Students

What are City Statistics Chartbooks?

MarketLine's City Statistics Chartbooks provide overview analysis and comparisons of the world's leading cities. The analysis is divided into five main areas: economics, demographics, employment, households, and education. These chartbooks are designed to be used by many different groups to develop a surface-level understanding of a region, its composition and what drives it. They can be used to inform a wide range of business decisions and can provide an overview of potential target markets and audiences for new business ventures. These charts will be beneficial to any individual or organisation seeking to develop a better understanding of a particular country or region, as well as to students looking to inform research or studies or those simply seeking to further understand the global or regional economic structure.

Example Chart: Germany Top 20 Cities: Summary

City	GDP Growth (CAGR 2000-2016)	Forecast GDP Growth (CAGR 2016-2025)	GDP per capita (EUR- 2016)	Population Growth (CAGR 2016-2025)	Labour Force Participation (2016)	Unemploy-ment Rate (2016)	Average Household Size (2016)	Median Household Income (EUR 2016)	GVA Growth (CAGR 2000-2016)	Forecast GVA Growth (CAGR 2016-2025)
Munich	1.34%	1.47%	55,188.82	0.98%	66.40%	2.44%	1.79	$27,396	2.43%	2.17%
Berlin	1.30%	2.05%	29,271.32	0.25%	61.33%	7.70%	1.60	$20,131	2.27%	1.95%
Ruhrgebiet	1.20%	2.47%	29,827.83	-0.40%	55.20%	6.84%	1.65	$22,860	2.03%	1.03%
Hamburg	0.96%	1.59%	41,441.78	0.31%	62.43%	4.10%	1.73	$23,874	1.86%	1.44%
Frankfurt	1.05%	1.31%	47,636.84	0.33%	61.49%	4.50%	1.78	$25,839	1.60%	1.76%
Stuttgart	1.27%	1.98%	45,438.01	0.26%	63.48%	3.01%	1.80	$26,312	2.21%	1.78%
Cologne	1.55%	1.52%	40,540.27	0.33%	59.71%	4.86%	1.75	$22,178	1.82%	2.06%
Dusseldorf	1.42%	2.10%	48,625.11	0.02%	59.31%	5.14%	1.72	$23,142	2.08%	1.71%
Nuremberg	0.77%	1.93%	38,571.81	0.20%	61.02%	2.89%	1.78	$22,847	2.09%	1.04%
Hanover	1.19%	2.04%	36,938.71	0.00%	59.68%	5.73%	1.59	$21,257	2.00%	1.52%
Mannheim-Lud	0.98%	1.96%	39,822.21	0.02%	45.32%	4.56%	1.83	$24,680	1.94%	1.36%
Bremen	1.15%	1.94%	33,828.02	0.10%	58.79%	4.61%	1.71	$21,571	2.01%	1.42%
Bonn	0.85%	2.05%	39,061.40	0.19%	58.82%	4.57%	1.74	$26,926	2.21%	1.19%
Dresden	0.83%	2.41%	25,530.69	-0.20%	59.41%	6.48%	1.70	$19,049	2.17%	0.93%
Dortmund	1.53%	2.11%	38,210.19	-0.56%	77.82%	7.38%	1.71	$28,690	1.41%	1.09%
Karlsruhe	0.65%	1.83%	41,143.89	0.33%	60.62%	3.64%	1.82	$24,941	2.13%	0.91%
Leipzig	1.12%	3.02%	27,984.38	0.12%	60.77%	7.44%	1.58	$17,324	3.10%	1.79%
Ingolstadt	1.94%	5.01%	57,603.90	0.61%	65.68%	2.23%	1.84	$28,852	5.61%	2.65%
Essen	0.77%	1.77%	37,365.76	-0.51%	77.53%	7.07%	1.71	$28,690	1.11%	0.36%
Saarbrucken	0.90%	2.38%	33,646.90	-0.58%	57.67%	5.95%	1.72	$21,217	1.76%	0.69%

Features & Benefits

- Identifies the largest cities in a particular region by GDP.
- Assesses their importance to the region in question in comparison to the rest of the major cities.
- Provides an overview of various demographic indicators to assess the health of a city.
- Provides a surface-level understanding of a particular region, its composition and what drives it.
- Allows businesses to identify potential target markets and demographics in order to drive successful business.

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Key Questions Answered

- How has the economy in the region developed in recent years?
- How is it expected to develop in the future?
- What are the largest cities in the region?
- What is the population and population structure of each of the top cities?
- How healthy is the employment market in each city and what drives growth?
- What is the average household income and expenditure in each city?
- What is the educational structure of the population of each city?
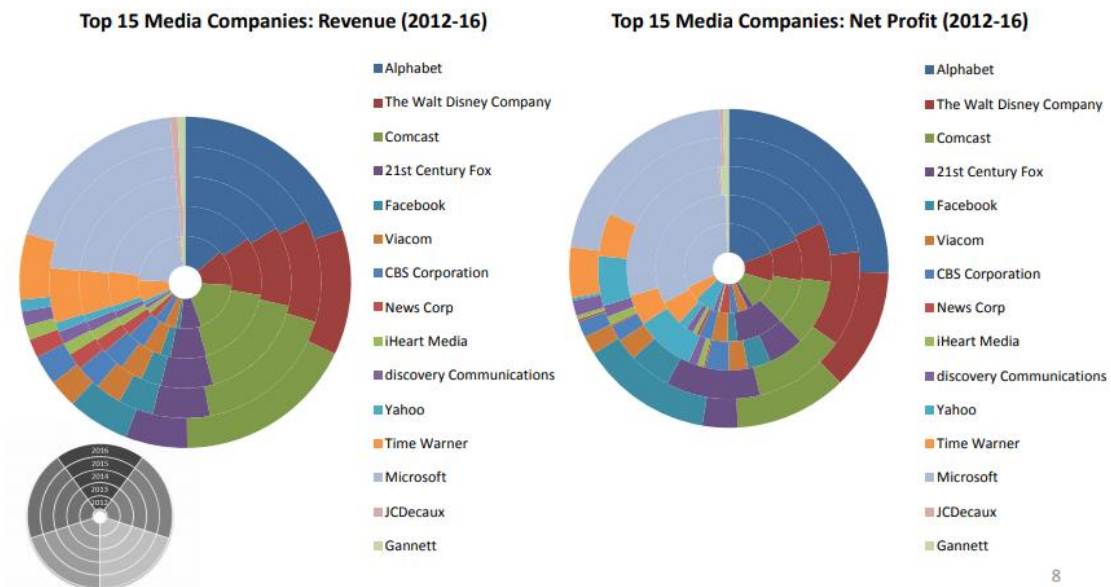
Academic Courses/Modules

- Business Students
- Economics Students
- Geography Students
- Sociology Students
- Modern History Students
- Politics Students

What are Company Statistics Chartbooks?

MarketLine's Company Statistics chartbooks provide an overview, analysis and comparisons of the largest companies in a variety of markets. The analysis compares the top companies through a variety of financial metrics, provides a breakdown on the market's segmentation and provides a company-specific overview for each of the leading companies. Company chartbooks can be used to inform a wide range of business decisions and can provide an overview of many markets and the companies that operate within it.

Example Chart: Top 15 Media Companies

Revenue shares have been fairly stagnant in the last five years, apart from Facebook which has managed to increase its revenues and profits by more than five and six times respectively. Profits across the board have increased and this combined with the segmented nature of the market has minimized direct competition. While the more traditional markets have neared saturation, new technologies are developed frequently which open up new business avenues.

Top 15 Media Companies: Revenue (2012-16)

- Alphabet
- The Walt Disney Company
- Comcast
- 21st Century Fox
- Facebook
- Viacom
- CBS Corporation
- News Corp
- iHeart Media
- discovery Communications
- Yahoo
- Time Warner
- Microsoft
- JCDecaux
- Gannett

Top 15 Media Companies: Net Profit (2012-16)

- Alphabet
- The Walt Disney Company
- Comcast
- 21st Century Fox
- Facebook
- Viacom
- CBS Corporation
- News Corp
- iHeart Media
- discovery Communications
- Yahoo
- Time Warner
- Microsoft
- JCDecaux
- Gannett

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Features & Benefits

- Details market value and revenue growth rates, both historically and forecast.
- Identifies the largest and most important companies in the market.
- Compares the growth, in revenue and net profits, of each company over time.
- Reviews how successfully each company utilizes its employees.
- Considers share prices and their relative fluctuation over time.
- Provides a breakdown of each company's performance, reviewing revenue, profit, share prices and the most recent quarterly performance.

Key Questions Answered

- What is the value of the market?
- How has the value of the market changed historically?
- How is the market forecast to perform in the future?
- What are the leading companies in the market?
- How does the performance of the leading companies compare?
- How have their revenues and profits changed over time?
- How does the share price growth of the leading companies compare?
- How volatile are the share prices of the leading companies?
- How has each leading company performed on a quarterly basis?
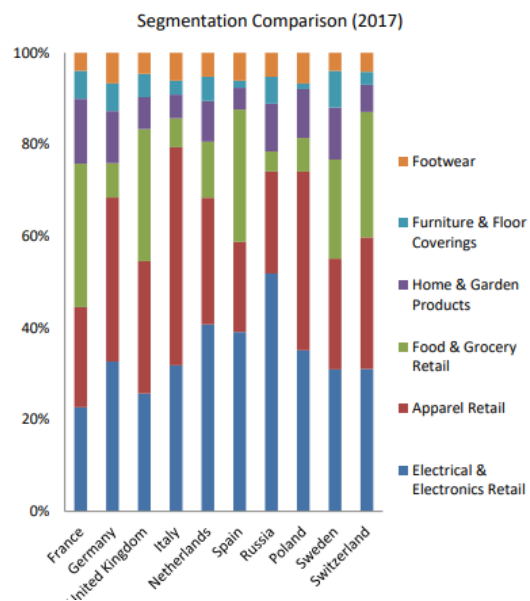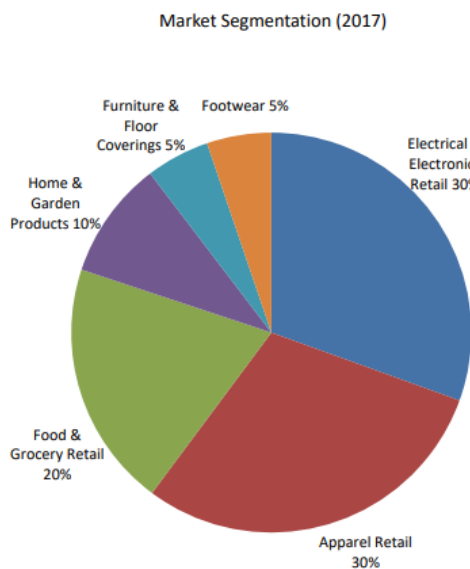
Academic Courses/Modules

- Business Students
- Economics Students
- Politics Students
- Engineering Students
- Accountancy Students
- Media Students
- Chemistry Students
- E-commerce Students
- Computer Science Students
- Marketing Students

What are Industry Chartbooks?

MarketLine's Industry Chartbooks provide an overview, analysis and comparisons of some top markets and industries in various regions across the globe. The analysis details the market's performance and compares the performance in several similar countries through a variety of charts and graphs, providing a breakdown on the market's segmentation and its historical and forecast performance. Also included are estimates of the largest companies active in each market, and the relative competitiveness of each country in a particular market.

Industry Chartbooks will be useful for anyone looking for more information on some of the world's largest retailing markets. The information contained within can aid business decision-making and inform research for both students and professionals by providing an introduction into how different markets operate in different areas of the increasingly globalised business world. When combined with other MarketLine products these chartbooks can provide excellent insight into all aspects of an industry, from performance to competitiveness.

Example Chart: Online Retail in Europe

Features & Benefits

- Provides forecasts of the market's performance between 2018 and 2022 in various countries.
- Details the segmentation of the market.
- Details the performance of each segment over time, complete with forecasts and country comparisons.
- Discusses distribution channels in the market.
- Provides per capita expenditure amounts for each country.

Key Questions Answered

- How large is the subject market?
- Which countries have the largest market?
- How is the market forecast to perform?
- What segments make up the market?
- How has each segment performed?
- Who are the leading companies in each country for this market?

Academic Courses/Modules

- Business Students
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- Politics Students
- Engineering Students
- Accountancy Students
- Media Students
- Chemistry Students
- E-commerce Students
- Computer Science Students
- Marketing Students