

Income and Expenditure in Western Europe

Global Strategy | 2022-11-22 | 74 pages | Euromonitor

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Report description:

Over the near term, mounting inflationary pressure is set to limit purchasing power of the European population and curb discretionary spending growth. In the long term, however, consumer incomes are set to expand, remaining the third largest globally, due to high productivity, investments in infrastructure and robust technological advancement. In addition, low gender and regional inequality will continue to support relatively equal income distribution in Western Europe countries.

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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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