



Emerging Market Pulse

A comprehensive monitor of economic, consumer spending and social trends in Brazil, Russia, China, South Africa and India



One comprehensive report.

Five diverse markets.

About the Emerging Market Pulse Report

Companies are increasingly dealing with a global, rather than a regional marketplace. The Emerging Market Pulse has been developed to provide private and public sector organizations with an understanding of economic, consumer, and social trends in five key countries: Brazil, Russia, China, South Africa and India.

The Emerging Market Pulse report provides critical and relevant data on consumer spending, future purchase intentions and disposable income, with citizen issues and attitudes towards government to provide context.

The report also includes a comprehensive segmentation of low income consumers in each country. This segmentation is a valuable tool for developing market strategies and constructing scenarios about the future.

What is the Emerging Market Pulse used for?

Data from this report can be used to:

- Measure consumer confidence, intention to purchase and past purchasing behavior;
- Track disposable income and essential and non-essential household spending by sector - housing, water, energy, household and food, transportation, durable goods, telecom; travel & leisure;
- Better understand and segment low income consumers within each country by their demographic and attitudinal profiles and buying habits;
- Understand citizen expectations and sensitivities around corporate social responsibility, environmentalism, and foreign investment issues; and
- Understand social issues and citizen concerns in each country.

Deliverables

Each subscribing organization receives both an Executive Summary Report (Word and/or PDF) as well as an Executive Presentation (in PPT) of the study findings.

Cost

The Emerging Market Pulse is available to clients at two subscription levels:

All five countries - \$25,000/year
One country - \$7,000/year

Methodology

The Emerging Market Pulse is conducted annually. 750 interviews are conducted nationally, face-to-face, in Brazil, Russia, China, and India. 500 interviews are conducted nationally, face-to-face in South Africa.

Subscribers may add their own proprietary questions or booster samples to the survey. As space on the questionnaire is limited, additional questions or interviews are available on a first-come, first-served basis.

Contact

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