

WORLDWIDE STUDY

Global Trends in Consumer Behavior and Market Dynamics

Executive Summary

Region	Market Size (Bn USD)	Growth Rate (%)
North America	12.5	3.2
Europe	11.8	2.8
Asia-Pacific	15.2	5.1
South America	4.7	1.9
Africa	2.3	1.5

Segment	Market Size (Bn USD)	Growth Rate (%)
Food & Beverage	8.9	4.5
Retail	7.6	3.8
Healthcare	6.3	5.2
Technology	5.1	6.7
Automotive	4.2	2.1

Country	Market Size (Bn USD)	Growth Rate (%)
USA	10.1	3.5
China	9.8	6.3
Germany	4.5	2.5
Japan	4.2	1.8
India	3.9	7.2
UK	3.7	2.3
France	3.5	2.0
Italy	3.2	1.7
Spain	2.9	1.6
Canada	2.7	2.4

Source: Global Market Insights, Inc.



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