

## Market Performance vs Target

### FILTERS

region All  
division All

Market	2021	target 21	21 vs 20	Target %
Australia	20.99M	23.20M	196.2%	-10.54%
Austria	2.84M	3.17M	2401.3%	-11.74%
Bangladesh	6.95M	7.67M	307.7%	-10.31%
Canada	35.06M	40.13M	288.1%	-14.45%
China	22.89M	24.95M	422.0%	-9.03%
France	25.94M	28.13M	347.2%	-8.44%
Germany	12.01M	13.53M	256.2%	-12.72%
India	161.26M	170.81M	324.0%	-5.92%
Indonesia	18.41M	20.80M	296.7%	-12.93%
Italy	11.72M	12.77M	262.5%	-8.96%
Japan	7.92M	8.25M	421.1%	-4.12%
Netherlands	7.98M	8.64M	237.9%	-8.22%
Newzealand	11.40M	12.80M	574.3%	-12.30%
Norway	13.68M	15.11M	551.8%	-10.50%
Pakistan	5.66M	6.18M	120.5%	-9.27%
Philippines	31.86M	34.35M	238.4%	-7.84%
Poland	5.19M	6.13M	185.8%	-18.13%
Portugal	11.83M	12.34M	329.8%	-4.29%
South Korea	48.97M	53.33M	283.3%	-8.91%
Spain	12.62M	14.40M	711.4%	-14.15%
Sweden	1.77M	1.96M	781.9%	-11.11%
United Kingdom	34.15M	37.13M	422.7%	-8.72%
USA	87.78M	98.02M	275.0%	-11.66%

### Sales Growth vs. Target:

In 2021, many countries experienced significant growth in sales (21 vs. 20), with some countries seeing growth rates well above 200%. However, despite the substantial sales growth, most countries fell short of meeting their 2021 sales targets. The "Target %" column shows negative percentages, indicating that sales were below the targeted levels in most cases.

### Variability in Performance:

Sales performance varies from country to country. For example, while some countries like Spain and Sweden saw impressive sales growth in 2021, they still missed their targets.

On the other hand, some countries like Poland experienced relatively lower growth, and they also missed their targets by a significant margin.

### Importance of Setting Realistic Targets:

The data underscores the importance of setting realistic sales targets. While achieving substantial sales growth is positive, setting overly ambitious targets can lead to disappointment if they are not attainable.