Research Methodology

The publisher's reports/databases are based on the methodology below.

Data

Datasets are created using a wide range of proprietary and public sources including leading government bodies, national statistics, trade information resources (national ministries, journals and magazines), associations, market intelligence reports and trade magazines. Data is modelled based on hard data, extrapolation, regression analysis based on known macro data inputs, interpolation between hard figures, comparisons with other geographies and markets, price estimations, and qualitative inputs. Data is triangulated within a unique correlation market data model covering an exhaustive list of 600+ markets across 48 countries and 7 regions. Comparable data is used for sanity check and trend analysis. For example the global market value data is compared to unit sales and price data for the relevant market as well as relevant macro-economic datasets in order to establish validity.

Analysis

Analysis is drawn from the Consultants' wide range of industry and research experience as well as public and proprietary sources. Consultants are trained in research techniques and ethics by the Market Research Society.

Verification through expert interviews

Every year the publisher carries out thousands of interviews with senior executives and industry experts across hundreds of markets. Through these interviews they develop their internal understanding of markets and geographies and cross reference their understanding of global markets with expert feedback utilizing 'Delphic' research methodologies.

Referencing

The publisher prides itself on the quality and validity of its data and analysis. Their unique 'end noted' referencing approach allows the user to trace their market numbers and analysis back to the specific data sources they were derived from.

Competitor Market Share Data

The competitor market share data is intended to represent the companies that gain the most revenues from the given market and the percentage share of the market that they hold. If a company derives most of its revenues from the market, its revenues are given in full. If a large part of the company's revenues come from other markets, only the division of the company which operates in this market is included. Where accurate information is not available on the revenues a company generates from the market its market share is not included, however a profile of the company may still be included if it is a significant competitor in the market.

Market Numbers

The market by value is defined as the revenues that enterprises gain from goods and/or services within the specified market and geography. It does not include revenues from resales either further along the supply chain or as part of other products. Only goods and services traded between entities or sold to end consumers are included. Whether specifically stated or not, the markets for goods include related services and the markets for services include related goods.

The revenues for a specified geography are consumption values – that is, they are revenues generated by organizations in the specified geography within the specified market, irrespective of where they are produced. Value is defined as revenues generated from goods or services in a given geographic market through sales, grants or donations in terms of currency (in USD ($) unless otherwise specified).

Abbreviations

Currencies

- $ stands for US Dollar
- € stands for Euro
- All other currencies are given with ISO currency codes.