RESEARCHING EMERGING MARKETS

Trends:

Compound annual **GDP growth** of **4–5%** expected in Sub-Saharan Africa

Inflation sensitivities
in many Latin American markets

In Africa there is a move away from **commodities export** (due to declining prices) towards
telecoms, financial services and retail

Rise in middle classes
in parts of Latin America **driving growth** in shopping malls and online shopping

Often a **strong relationship** between a business' **market share and exchange rates**

Considerations:

Varying technology penetration rates – mobile penetration growing

Panels not always representative

Lack of choice of fieldwork suppliers

Local legislative differences

Variable field supplier quality control

Varying distribution channels

When sizing markets, consider role of counterfeit or informal markets

Hints and tips:

Be careful how you scale questions,
e.g. in North Africa there is a cultural norm to give high ratings

Be aware of religious holidays,
e.g. Ramadan fasting could affect attitudes and response quality

Some cultures may **prefer to disagree**
with something rather than to admit not understanding

In some markets **poor literacy is commonplace**
and will affect comprehension

Gender and race sensitivity are important,
e.g. mixed sex focus groups are usually not recommended

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