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- **Dossiers**: Get a quick quantitative overview of a topic
- **Outlook Reports**: Forecasts on current trends
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- **Toplists**: Identify top companies for sales and analysis purposes
- **Market Studies**: Analyze complete markets
- **Industry Reports**: Understand and assess industries
- **Country Reports**: Enter a country fast and unlock all its potential
- **Further Studies**: Get a deeper insight into your topic

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Consumer Market Outlook

Everything you need to know about Consumer Goods

Get actionable data now

The Consumer Market Outlook presents the key performance indicators – sales, revenues and prices – of the most important consumer markets worldwide.

- Alcoholic Drinks
- Non-Alcoholic Drinks
- Hot Drinks
- Food
- Tobacco Products
- Home and Laundry Care
- Cosmetics and Personal Care
- Tissue and Hygiene Paper
- Apparel
- Footwear
- Eyewear
- Accessories
- Consumer Electronics
- Household Appliances
- Furniture
- OTC Pharmaceuticals
- Toys & Hobby
Market Directory for micro-level industry data

### Alcoholic Drinks
- Beer
- Spirits
  - Whisky
  - Vodka
  - Rum
  - Gin
  - Brandy
  - Liqueurs and other spirits
- Wine
  - Cider, Perry and Rice Wine

### Non-Alcoholic Drinks
- Bottled Water
- Soft Drinks
- Juices
  - Orange Juice
  - Apple Juice
  - Grapefruit Juice
  - Pineapple Juice
  - Grape Juice
  - Other Juice, Juice Mixtures and Smoothies

### Hot Drinks
- Coffee
  - Roast Coffee
  - Instant Coffee
- Tea
- Cocoa

### Food
- Milk Products
- Meat Products and Sausages
- Processed Fish and Seafood
- Processed Vegetables, Fruit and Potatoes
- Bread and Bakery Products

### Tobacco Products
- Cigarettes
- Smoking Tobacco
- Cigars

### Home and Laundry Care
- Laundry Care
- Household Cleaners
- Dishwashing Detergents
- Polishes, Room Scents and Insecticides
Methodology

The Consumer Market Outlook (CMO) combines data from a wide range of sources to provide a consistent and comparable model for key markets of the consumer goods industry.

Our international team of experienced analysts and market researchers derives key metrics out of various country-specific and international studies and uses mathematical models to transform and standardize information and enrich the data with additional insights.

Data about the global consumer markets come from a variety of national and international institutions and trade associations which provide information about industrial production, international trade as well as consumer spending and habits. Statista's Consumer Market Outlook connects these different sources, methodologies and survey periods and delivers coherent trend analytics and forecasts on the most relevant consumer markets.

In addition to that we conduct our own surveys to show latest trends and consumer behavior regarding a specific topic, always focusing on reliable, representative and continual results that follow our ambition of giving you immediate access to the most reliable and trusted statistics available in the market.

Methodology of the Consumer Market Outlook
Frequently Asked Questions on CMO

**General**
- Who can access the Consumer Market Outlook?
- What kind of data does the Consumer Market Outlook contain?
- How many markets are available in the Consumer Market Outlook?
- Can I download the data?
- When is the data being updated?
- Will there be more markets in the future?

**Data & Methodology**
- How are the markets defined?
- Which data sources are the bases for the market data?
- How are the market values calculated?

**Technical Questions & Support**
- Which currency rates are used for the forecasts?
- Can you directly compare the market data from different countries?
- Who do I contact in case of feedback or questions regarding the content of the Consumer Market Outlook?
- Who do I notify about technical errors?

**Our Approach**
- We combine the benefits of recent market research and trend analysis:
  - Monitor developments
  - Identify patterns
  - Forecast trends
  - Determine market impact

**Our Data Sources**
- Our forecasts are based on four types of relevant industry data:
  - Analysis of official statistics from national and international institutions
  - Trade association data
  - Systematic press review and ongoing industry monitoring
  - Macro-economic Indicators

**Market Analysis and Forecasts**
- We provide independent, realistic and consistent market sizes and forecasts based on data-focused analysis and models based on the latest findings from consumer market research:
  - Internationally comparable
  - Macro-economic and market-specific drivers
  - Performance indicators

**Deep Dive into the CG Industry**
- Our market sizing uses individual bottom-up analyses of consumer markets:
  - Market size
    - Production Data
    - International Trade
    - Consumer Trade
    - Consumer prices
    - Distribution structures

**Up-to-date**
- Our models incorporate the latest available data for the historical development as well as valid forecasts for the economic environment (e.g., GDP development, consumer climate and commodity prices)
Company Database:
Clicking on Company database under expert tools tab. Company database describes about the sales and employees details of the company and you can filter the company according to industry.
Infographics: Clicking on Infographics will provide you visual presentations of information, data or knowledge intended to present information quickly and clearly. It will also provide information in different types of charts, bars...
Where the World Cup Threatens Productivity the Most

by Felix Richter, Jun 13, 2018

While football fans around the world are looking forward to the FIFA World Cup, bringing them a month of excitement, employers are not as thrilled about their workers being distracted by the daily dose of world cup drama.

64 matches crammed into roughly four weeks offer plenty of room for distraction, especially when several of these matches kick off during regular working hours. And while casual fans may be content with watching the odd game here and there, hardcore world cup enthusiasts have the ambition to watch any match, regardless if the teams are Brazil and Germany or Tunisia and Panama.

How large the potential effect of the FIFA World Cup on productivity at the workplace is, depends largely on the time zone. While bosses in large parts of Asia and Australia can relax because of the games starting at night, Brazilian employees should probably cut their workers some slack over the next few weeks because of the time difference more than 60 hours of world cup action will be played during regular working hours in Rio.

<table>
<thead>
<tr>
<th>City</th>
<th>Match Start Time (h:mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rio</td>
<td>18:00</td>
</tr>
<tr>
<td>New York</td>
<td>21:00</td>
</tr>
<tr>
<td>London</td>
<td>21:00</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>23:30</td>
</tr>
<tr>
<td>Paris</td>
<td>23:30</td>
</tr>
<tr>
<td>Berlin</td>
<td>02:00</td>
</tr>
<tr>
<td>Moscow</td>
<td>03:00</td>
</tr>
<tr>
<td>Mumbai</td>
<td>17:15</td>
</tr>
<tr>
<td>Shanghai</td>
<td>00:00</td>
</tr>
<tr>
<td>Tokyo</td>
<td>00:00</td>
</tr>
<tr>
<td>Melbourne</td>
<td>00:00</td>
</tr>
</tbody>
</table>

* assuming working hours from Monday to Friday 9 AM to 6 PM
** excluding possible extra time for final rounds

CITATION (FAQ)

Download Chart

URL TO BE USED AS REFERENCE LINK:
https://www.statista.com/chart/42441/world-cup-games-during-working-hours/

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<iframe src="https://www.statista.com/chart/42441/world-cup-games-during-working-hours/"
width="500" height="300" frameborder="0" style="border:0"></iframe>

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