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For a decade, emerging markets have ignited the global economy, contributing more than 80% to its economic expansion. Today, these markets consistently perform a remarkable three to four times better than their developed market counterparts in the fast-moving consumer goods (FMCG) industry.

What's Next in Emerging Markets - Nielsen

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For a decade, emerging markets have ignited the global economy, contributing more than 80% to its economic expansion. Today, these markets consistently perform a remarkable three to four times better than their developed market counterparts in the FMCG industry.

What's Next in Emerging Markets - Nielsen Global Media

In 2009, between 75 and 100 percent of global consumers agreed they were in the grips of a recession according to the Nielsen Global Omnibus Survey. Just two years later, emerging markets had re-ignited their economic engines while Western Europe, Japan and the U.S. continued to struggle against financial headwinds.

Reports and Insights | Emerging Markets ... - Nielsen

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While sales of fast-moving consumer goods (FMCG) in some traditionally successful markets like the U.S. saw signs of softness in early 2017, opportunities for growth are still readily available if you know where to look. Manufacturers with global reach should focus on emerging markets, which have consistently performed two to four times better from a sales perspective than their developed ...

Go Where the Growth is: Key Trends ... - Nielsen Global Media

Many markets across the globe begin to ease living restrictions, and many consumers are returning to a world that's far different from the one they left at the beginning of the year. Nielsen has identified six major areas where consumption dynamics will change moving forward in this unprecedented...

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We see tremendous potential to build on Global Connect's cutting-edge platform, drawing on our global footprint and operational strength to further scale the business and advance its leadership across established and emerging markets." Nielsen will grant Nielsen Global Connect a license to brand its products and services with the "Nielsen" name ...

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Nielsen Holdings plc ("Nielsen") (NYSE: NLSN) announced today that it has signed a definitive agreement under which affiliates of Advent International ("Advent"), one of the largest and most...

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Global consumer confidence held steady in the second quarter of 2016 at 98, an index score that was flat from the first quarter and two points higher than a year earlier. ... but it must not come entirely at the expense of investment in emerging markets. Markets and Finances 15-02-2016. Case Study - €1.6bn Loss Prediction. Nielsen looks at ...

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About Nielsen Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide....

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