World Consumption Report on Directory & Mailing List Publishers

Description:

This World Consumption Report on Directory & Mailing List Publishers provides data on the net consumption of Products and Services in each of the countries listed. The Products and Services covered (Directory & mailing list publishers) are classified by the 5-Digit United States Commerce Department Major Product Codes and each Product and Services is then further defined and analyzed by each 6 to 10-Digit United States Commerce Department Product Codes. This report consists of a DVD containing the entire report web and databases. Readers can access and reproduce the information for inclusion into their own documents or reports. The tables & databases are in Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling. This database is updated monthly.

Contents:

Net consumption of Directory & Mailing List Publishers Products & Services in each country.

This database covers NAICS code: 51114. Products/Services classified by 5-Digit US Commerce Department Code and then defined by each 6 to 10-Digit Product Codes.


DIRECTORY & MAILING LIST PUBLISHERS: PRODUCTS & MARKETS COVERED:

Directory & mailing list publishers

Database & directory publishers

Telephone directory publishing

Telephone directories, published in printed format

Telephone directories, published in electronic format

Telephone directory publishing, nsk

Catalog & directory (except telephone directory) publishing

Directory (except telephone directory) publishing, incl business reference services

Catalog publishing

Catalog & directory (except telephone directories), publishing, nsk

Business service publication publishing, incl tax, credit regulations, indexes, etc., excl directories & newsletters

Other database publishing, nec
Other database publishing

Mailing lists, compiled-maintained for sale or rent

Other database publishing

Other database publishing, nsk

Database & directory publishers, nsk, total

Database & directory publishers, nsk, for nonadministrative-record establishments

Database & directory publishers, nsk, for administrative-record establishments

DIRECTORY & MAILING LIST PUBLISHERS: 59 MARKET RESEARCH CHAPTERS:


SPREADSHEET CHAPTERS:


NATIONAL DATA - by Country by Year.

1. RELATIVE CONSUMPTION - in US$ (Purchasing Parity Index applied) by Country by each Product (4-10 Digit Product Code) by Year: 1997 to Current year, Medium Term Forecast Current year to 2020, Long Term Forecast 2021-2028.

2. LOCAL CONSUMPTION - in Local Currency (Relative Inflation Index applied)


4. PRODUCT MARKETING COSTS & MARGINS
5. PRODUCT LAUNCH DATA - given as a percentage of Revenues - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

6. IMMEDIATE BUYERS & END USERS / CUSTOMER BASE PROFILE

7. IMMEDIATE BUYERS & END USERS / CONSUMER DEMOGRAPHICS - by Country by Year - Forecast Current year to 2020, Forecast 2021-2028.

8. HISTORIC INDUSTRY BALANCE SHEET DATA


10. INDUSTRY PROFILE - by Country by Year.

11. NATIONAL DATA - by Country by Year.

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Tables & databases as Access & Excel formats on the DVD to enable readers to produce their own spreadsheet calculations and modeling.


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