Worldwide Consumer Market Model: Regional Model

IDC's *Worldwide Consumer Market Model: Regional Model* provides the most important demographic, technological, and commercial consumer internet metrics for worldwide and seven regions. For each subject covered, it delivers both current numbers and a five-year forecast for a total of more than half a million data points. The *Worldwide Consumer Market Model: Regional Model* offers a detailed view of internet demographics, access devices and internet households, digital activities, and B2C ecommerce. Data is presented as totals and is broken down between mobile and desktop where applicable. Digital activity and ecommerce data in addition to spending on activities, goods, and services also include numbers on consumer cloud usage and the sharing economy.

Markets and Technologies Covered

- Worldwide and seven regions
- User numbers and internet access devices
- Household internet access penetration
- B2C ecommerce (desktop and mobile)
- Socioeconomic data
- Internet users

- Access devices and internet households
- Time spent online
- Digital activities (e.g., video, gaming, and desktop/mobile)
- B2C ecommerce, including the consumer cloud and sharing economy

Geographic Coverage

- Worldwide

- **Seven regions:** North America, Western Europe, Central and Eastern Europe, the Middle East and Africa, Latin America, PRC, and Asia/Pacific

Data Deliverables

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

- Semiannual database release

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. Which activities drive the most spending?
2. Which are the segments in which regions are growing the fastest?
3. Which online activities offer the biggest revenue opportunity?

Companies Analyzed

IDC's *Worldwide Consumer Market Model: Regional Model* is the only model that provides blanket data for the most important consumer internet metrics for seven regions and the world, based on one consistent model. More than half a million data points cover basic socioeconomic data, user numbers, internet access device numbers, home internet access penetration, time spent online, online activities, and B2C ecommerce spending. The *Worldwide Consumer Market Model: Regional Model* is delivered as a semiannual Excel database and contains current market sizing, a five-year forecast, and historical numbers going back to 2016.