

2 Demand Conditions

2.2 Demand Quality

2.2.1 Consumer sophistication: quality (2019)

Survey: consumers are sensitive to the quality of products.

RANK	COUNTRY	UNIT	INDEX
1	Switzerland	9.04	100.00
2	Canada	8.73	92.23
3	Japan	8.43	84.44
4	United States	8.26	80.35
5	Hong Kong	8.25	79.98
5	Sweden	8.25	79.98
7	Belgium	8.21	79.07
8	Austria	8.20	78.71
9	Italy	8.13	76.96
10	Korea	8.11	76.29
11	Iran	7.94	72.11
12	Singapore	7.94	72.07
13	France	7.84	69.59
14	Panama	7.81	68.83
15	Thailand	7.80	68.51
16	Denmark	7.79	68.30
17	India	7.73	66.75
18	Netherlands	7.71	66.33
19	Colombia	7.67	65.12
19	Russia	7.67	65.12
21	Germany	7.64	64.51
22	Croatia	7.59	63.26
23	Australia	7.57	62.69
24	Vietnam	7.52	61.45
25	Spain	7.52	61.26
26	Guatemala	7.47	60.07
27	Nigeria	7.45	59.55
28	Philippines	7.42	58.94
29	Egypt	7.42	58.86
30	New Zealand	7.37	57.59
31	Taiwan	7.35	57.17
32	China	7.27	55.11
33	Mexico	7.27	54.92
34	Israel	7.25	54.50
35	Poland	7.21	53.46
36	Indonesia	7.14	51.77
37	Slovenia	7.14	51.68
38	Brazil	7.13	51.31
39	Hungary	7.06	49.77
39	Peru	7.06	49.77
41	U.A.E.	7.05	49.34
42	Kuwait	7.00	48.13
42	Morocco	7.00	48.13
44	Bangladesh	6.96	47.11
45	Slovak Republic	6.91	45.95
46	Jordan	6.89	45.40
47	Turkey	6.88	45.13
48	South Africa	6.76	41.95
49	Saudi Arabia	6.65	39.27
50	Argentina	6.64	38.86
51	Malaysia	6.56	36.80
52	Greece	6.35	31.47
53	Dominican Republic	6.20	27.75
54	Czech Republic	6.19	27.58
55	Kenya	6.14	26.12
56	Pakistan	5.38	6.83
57	Cambodia	5.11	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

2.2.2 Consumer sophistication: design (2019)

Survey: consumers are sensitive to the design of products.

RANK	COUNTRY	UNIT	INDEX
1	Hong Kong	8.25	100.00
2	Korea	8.13	96.55
3	Croatia	8.13	96.36
4	Italy	8.05	94.25
5	United States	7.96	91.43
6	Sweden	7.95	91.26
7	Colombia	7.94	90.89
8	Japan	7.90	89.80
9	Switzerland	7.89	89.59
10	Panama	7.81	87.25
11	Denmark	7.79	86.64
12	Germany	7.76	85.64
13	Thailand	7.72	84.56
14	Iran	7.71	84.14
15	France	7.66	82.75
16	Nigeria	7.62	81.66
17	Belgium	7.61	81.27
18	Guatemala	7.53	79.06
19	Netherlands	7.52	78.84
20	Canada	7.50	78.15
20	Russia	7.50	78.15
22	Singapore	7.48	77.70
23	Philippines	7.36	74.17
23	Spain	7.36	74.17
25	Israel	7.30	72.32
26	Vietnam	7.30	72.19
27	Indonesia	7.29	71.90
28	Mexico	7.27	71.35
29	Australia	7.19	69.13
30	Slovenia	7.19	69.00
31	Poland	7.16	68.32
32	Taiwan	7.16	68.28
33	Turkey	7.15	67.86
34	Brazil	7.15	67.83
35	Saudi Arabia	7.13	67.38
36	Austria	7.12	67.07
37	China	7.11	66.86
38	India	7.09	66.19
39	Kuwait	7.00	63.58
40	Slovak Republic	6.97	62.74
41	U.A.E.	6.95	62.19
42	New Zealand	6.94	61.91
43	Peru	6.87	59.82
44	Bangladesh	6.82	58.33
45	Malaysia	6.78	57.10
46	South Africa	6.67	53.86
47	Greece	6.65	53.49
48	Hungary	6.65	53.24
49	Morocco	6.62	52.37
50	Argentina	6.58	51.21
51	Jordan	6.57	51.09
52	Czech Republic	6.39	45.72
53	Pakistan	6.03	35.44
54	Dominican Republic	5.90	31.52
55	Egypt	5.74	26.77
56	Cambodia	5.30	13.93
57	Kenya	4.82	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

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2.2.3 Consumer sophistication: health and environment issues (2019)

Survey: consumers are sensitive to health and environmental issues.

RANK	COUNTRY	UNIT	INDEX
1	Switzerland	8.89	100.00
2	Canada	8.50	92.03
3	Belgium	8.32	88.41
4	Sweden	8.30	87.97
5	New Zealand	8.20	85.95
6	Denmark	7.88	79.35
7	Nigeria	7.76	76.99
8	Hong Kong	7.75	76.82
9	France	7.63	74.42
9	Italy	7.63	74.42
11	Korea	7.47	71.21
12	Thailand	7.40	69.72
13	Australia	7.38	69.33
13	Netherlands	7.38	69.33
15	Japan	7.38	69.21
16	Colombia	7.27	67.14
17	Taiwan	7.26	66.84
18	Israel	7.25	66.68
19	Germany	7.19	65.37
20	Singapore	7.18	65.29
21	Spain	7.15	64.68
22	Brazil	7.15	64.56
23	Slovenia	7.14	64.43
24	Malaysia	7.11	63.86
25	China	7.10	63.66
26	United States	7.09	63.39
27	India	7.01	61.86
28	Austria	7.00	61.60
29	Kuwait	6.92	60.04
30	Vietnam	6.91	59.76
31	U.A.E.	6.81	57.74
32	Philippines	6.79	57.30
33	Panama	6.75	56.53
34	Hungary	6.71	55.72
35	Morocco	6.69	55.36
36	Guatemala	6.69	55.27
37	Poland	6.65	54.53
38	Peru	6.58	53.10
39	Russia	6.57	52.81
40	Argentina	6.36	48.70
41	Croatia	6.31	47.66
42	Mexico	6.29	47.18
43	Egypt	6.26	46.66
44	Saudi Arabia	6.26	46.61
45	Bangladesh	6.24	46.19
46	Iran	6.21	45.50
47	Slovak Republic	6.09	43.06
48	South Africa	6.00	41.32
49	Greece	5.96	40.54
50	Kenya	5.91	39.48
51	Czech Republic	5.87	38.70
52	Indonesia	5.71	35.52
53	Jordan	5.68	34.80
54	Turkey	5.59	32.97
55	Pakistan	5.45	30.13
56	Dominican Republic	5.23	25.77
57	Cambodia	3.96	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

2.2.4 Consumers sophistication: international standard of IPR (2019)

Survey: consumers rarely purchase illegally copied products.

RANK	COUNTRY	UNIT	INDEX
1	Switzerland	8.57	100.00
2	Hong Kong	7.65	86.13
3	Austria	7.44	82.97
4	New Zealand	7.29	80.65
5	Denmark	7.13	78.23
6	Italy	7.11	77.94
7	Belgium	7.00	76.35
8	Kuwait	6.77	72.88
9	Singapore	6.64	70.88
10	Japan	6.60	70.33
11	U.A.E.	6.50	68.83
12	Canada	6.42	67.67
13	Sweden	6.40	67.32
14	Netherlands	6.38	67.04
15	Korea	6.30	65.79
16	Australia	6.29	65.61
17	United States	6.12	63.08
18	Slovenia	6.12	63.06
19	France	6.08	62.49
20	China	6.08	62.44
21	Taiwan	6.06	62.28
22	Germany	5.93	60.23
23	Thailand	5.88	59.50
24	Saudi Arabia	5.87	59.34
25	India	5.82	58.60
26	Israel	5.80	58.30
27	Pakistan	5.79	58.19
28	Hungary	5.74	57.42
29	Greece	5.46	53.20
30	Poland	5.37	51.86
31	Guatemala	5.25	50.02
32	Egypt	5.21	49.39
33	Spain	5.15	48.54
34	Nigeria	5.10	47.81
35	Morocco	5.08	47.42
36	Colombia	5.05	46.94
37	Brazil	5.00	46.26
38	Bangladesh	4.86	44.15
39	Philippines	4.85	43.98
40	Dominican Republic	4.83	43.75
41	Jordan	4.79	43.03
42	Panama	4.78	42.97
43	Malaysia	4.78	42.91
44	Russia	4.73	42.25
45	Vietnam	4.73	42.15
46	Czech Republic	4.55	39.46
47	Peru	4.52	38.98
48	Argentina	4.52	38.96
49	Turkey	4.50	38.73
50	Slovak Republic	4.49	38.52
51	South Africa	4.36	36.68
52	Mexico	4.16	33.55
53	Croatia	4.00	31.21
54	Indonesia	3.71	26.91
55	Iran	3.62	25.46
56	Kenya	3.45	23.00
57	Cambodia	1.93	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-

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2.2.5 Consumer sophistication: new technology (2019)

Survey: consumers are early adopters for new- technology products.

RANK	COUNTRY	UNIT	INDEX
1	Israel	9.05	100.00
2	Hong Kong	8.10	77.57
3	Korea	7.86	71.89
4	Switzerland	7.79	70.15
5	United States	7.63	66.53
6	Sweden	7.60	65.76
7	Panama	7.56	64.88
8	U.A.E.	7.52	63.96
9	Singapore	7.39	60.90
10	Denmark	7.29	58.48
11	Colombia	7.25	57.50
12	Austria	7.24	57.26
13	Slovenia	7.21	56.54
14	Saudi Arabia	7.13	54.68
15	Kuwait	7.08	53.41
16	Belgium	7.00	51.60
16	Netherlands	7.00	51.60
18	Brazil	6.96	50.61
19	China	6.94	50.19
20	Philippines	6.94	50.16
21	India	6.91	49.48
22	Argentina	6.91	49.45
23	Indonesia	6.86	48.22
24	Spain	6.85	48.02
25	Guatemala	6.81	47.17
26	Italy	6.79	46.63
27	Thailand	6.72	44.98
28	New Zealand	6.71	44.85
29	Mexico	6.71	44.77
30	Iran	6.71	44.65
31	Vietnam	6.64	43.01
32	Japan	6.60	42.15
33	Poland	6.47	38.97
34	Russia	6.43	38.22
35	Jordan	6.43	38.10
36	Greece	6.42	37.97
37	Turkey	6.41	37.71
38	Australia	6.36	36.42
38	Germany	6.36	36.42
40	Nigeria	6.28	34.50
41	Croatia	6.22	33.15
42	Slovak Republic	6.20	32.71
43	France	6.18	32.33
44	Kenya	6.18	32.28
45	Taiwan	6.16	31.79
46	Pakistan	6.10	30.43
47	Morocco	6.08	29.80
48	Peru	6.06	29.51
49	Canada	6.04	28.89
50	Malaysia	6.00	27.98
51	Bangladesh	5.82	23.73
52	Czech Republic	5.81	23.41
53	Hungary	5.71	21.13
54	Egypt	5.68	20.53
55	Dominican Republic	5.53	16.97
56	South Africa	5.27	10.81
57	Cambodia	4.81	0.00
-	Chile	-	-
-	Finland	-	-
-	Sri Lanka	-	-
-	Ukraine	-	-
-	United Kingdom	-	-