

2 Demand Conditions

2.2 Demand Quality

2.2.1 Consumer sophistication: quality (2020)

Survey: consumers are sensitive to the quality of products.

Rank	Region	Unit	Index
1	Austria	8.79	100.00
2	Denmark	8.27	85.75
3	Hong Kong SAR	8.24	84.95
4	Sweden	8.17	82.96
5	Switzerland	8.13	82.01
6	France	8.13	81.94
7	Colombia	8.10	81.15
8	Croatia	8.04	79.57
9	Japan	8.02	79.06
10	Canada	8.02	79.04
11	Dominican Republic	7.94	76.79
12	Korea, Republic of	7.94	76.79
13	Russia	7.89	75.42
14	Belgium	7.88	75.04
15	United States	7.86	74.68
16	China	7.82	73.45
17	Singapore	7.81	73.16
18	Finland	7.80	73.01
19	Taiwan, China	7.76	71.88
20	Saudi Arabia	7.75	71.65
21	Australia	7.73	70.97
22	Italy	7.68	69.86
23	Vietnam	7.63	68.35
24	Germany	7.52	65.48
25	Greece	7.48	64.22
26	United Kingdom	7.47	63.96
27	Nigeria	7.45	63.61
28	South Africa	7.44	63.21
29	Sri Lanka	7.41	62.47
30	Morocco	7.36	61.16
31	Slovenia	7.33	60.15
32	Thailand	7.32	59.95
33	Turkey	7.30	59.50
34	Mexico	7.25	57.95
35	Czech Republic	7.22	57.23
36	Spain	7.19	56.57
37	Malaysia	7.19	56.38
38	India	7.19	56.34
39	Argentina	7.18	56.22
40	Netherlands	7.18	56.22
41	Peru	7.16	55.69
42	Philippines	7.15	55.34
43	New Zealand	7.11	54.30
44	Kuwait	7.11	54.14
45	Slovak Republic	7.09	53.65
46	Poland	7.06	52.88
47	Bangladesh	7.03	52.05
48	Hungary	7.00	51.29
49	Chile	6.95	50.05
50	Ukraine	6.92	49.02
51	Jordan	6.88	48.09
52	Kenya	6.87	47.78
53	Indonesia	6.78	45.43
54	Pakistan	6.77	45.08
55	Guatemala	6.76	44.73
56	Brazil	6.74	44.32
57	Panama	6.73	44.05
58	Egypt	6.61	40.57
59	Cambodia	6.50	37.71
60	U.A.E.	6.42	35.62
61	Israel	5.36	6.76
62	Oman	5.11	0.00

Source: EIA International Energy Statistics (<http://www.eia.gov/>), CIA Factbook

2.2.2 Consumer sophistication: design (2020)

Survey: consumers are sensitive to the design of products.

Rank	Region	Unit	Index
1	Denmark	8.31	100.00
2	Croatia	8.17	95.69
3	Sweden	8.11	93.99
4	Colombia	8.10	93.65
5	Hong Kong SAR	8.04	91.82
6	Italy	7.92	88.18
7	France	7.90	87.63
8	Korea, Republic of	7.83	85.26
9	Austria	7.76	83.18
10	Finland	7.73	82.44
11	Australia	7.72	81.97
12	United States	7.71	81.79
13	China	7.67	80.40
14	Saudi Arabia	7.65	79.89
15	Dominican Republic	7.64	79.47
16	Taiwan, China	7.59	77.94
17	Belgium	7.58	77.85
18	Slovak Republic	7.57	77.30
19	Netherlands	7.55	76.69
20	Switzerland	7.39	72.09
21	Mexico	7.38	71.56
22	Canada	7.35	70.65
23	Sri Lanka	7.33	70.21
24	Morocco	7.27	68.36
25	Peru	7.27	68.28
26	Nigeria	7.25	67.54
27	South Africa	7.24	67.47
28	Singapore	7.19	65.96
29	Greece	7.19	65.84
30	Turkey	7.19	65.71
31	Vietnam	7.17	65.26
32	Philippines	7.17	65.11
33	Japan	7.16	64.77
34	Thailand	7.15	64.57
35	Kuwait	7.13	64.04
36	Malaysia	7.06	61.93
37	Russia	7.04	61.15
38	Brazil	7.03	60.80
39	Slovenia	7.02	60.64
40	Bangladesh	6.96	58.73
41	Argentina	6.91	57.24
42	Guatemala	6.90	56.85
43	Cambodia	6.89	56.80
44	Kenya	6.84	55.09
45	Germany	6.82	54.46
46	Spain	6.81	54.07
47	United Kingdom	6.80	53.90
48	Ukraine	6.79	53.65
49	Pakistan	6.77	53.03
50	India	6.77	52.99
51	U.A.E.	6.77	52.96
52	Poland	6.76	52.82
53	Czech Republic	6.69	50.46
54	Indonesia	6.66	49.66
55	Chile	6.57	46.72
56	New Zealand	6.54	45.97
57	Panama	6.47	43.71
58	Jordan	6.46	43.42
59	Hungary	6.44	42.82
60	Egypt	6.11	32.66
61	Israel	5.44	12.32
62	Oman	5.04	0.00

Source: EIA International Energy Statistics (<http://www.eia.gov/>), CIA Factbook

2.2.3 Consumer sophistication: health and environment issues (2020)

Survey: consumers are sensitive to health and environmental issues.

Rank	Region	Unit	Index
1	Finland	8.86	100.00
2	Sweden	8.78	97.97
3	Austria	8.35	87.07
4	Denmark	8.31	85.91
5	Australia	8.30	85.72
6	Belgium	8.25	84.43
7	Switzerland	8.03	78.70
8	New Zealand	7.89	75.25
9	Netherlands	7.82	73.36
10	Taiwan, China	7.79	72.72
11	Canada	7.61	67.99
12	China	7.55	66.52
13	France	7.48	64.79
14	Colombia	7.40	62.64
15	Germany	7.39	62.29
16	Korea, Republic of	7.39	62.26
17	Croatia	7.21	57.73
18	Nigeria	7.20	57.52
19	Sri Lanka	7.18	56.91
20	Saudi Arabia	7.15	56.23
21	United States	7.15	56.21
22	Vietnam	7.14	55.95
23	Italy	7.13	55.76
24	Hong Kong SAR	7.08	54.44
25	Russia	7.04	53.34
26	Singapore	7.03	53.08
27	Brazil	7.03	53.05
28	Poland	7.00	52.39
29	Malaysia	6.94	50.79
30	United Kingdom	6.93	50.68
31	Philippines	6.88	49.33
32	Czech Republic	6.81	47.58
33	Greece	6.76	46.28
34	Panama	6.73	45.55
35	Ukraine	6.71	44.91
36	Bangladesh	6.69	44.44
37	Indonesia	6.69	44.41
38	Chile	6.61	42.36
39	Thailand	6.60	42.02
40	Japan	6.52	40.13
41	Jordan	6.51	39.94
42	Spain	6.44	38.15
43	Argentina	6.41	37.24
44	Slovenia	6.41	37.22
45	Hungary	6.38	36.37
46	South Africa	6.37	36.13
47	Dominican Republic	6.36	36.07
48	India	6.36	35.89
49	Turkey	6.35	35.69
50	Kuwait	6.34	35.52
51	Kenya	6.26	33.37
52	Egypt	6.18	31.47
53	Morocco	6.18	31.41
54	Pakistan	6.17	31.15
55	Slovak Republic	6.09	28.98
56	Peru	6.08	28.83
57	Mexico	6.02	27.24
58	Cambodia	6.00	26.75
58	Guatemala	6.00	26.75
60	U.A.E.	5.96	25.77
61	Oman	5.30	8.71
62	Israel	4.96	0.00

Source: EIA International Energy Statistics (<http://www.eia.gov/>), CIA Factbook

2.2.4 Consumer sophistication: international standard of IPR (2020)

Survey: consumers rarely purchase illegally copied products.

Rank	Region	Unit	Index
1	Austria	8.21	100.00
2	Finland	8.13	98.65
3	Denmark	7.88	94.02
4	Australia	7.55	87.79
5	Switzerland	7.49	86.61
6	Sweden	7.39	84.79
7	Hong Kong SAR	7.12	79.79
8	New Zealand	7.03	78.06
9	China	6.80	73.76
10	Netherlands	6.77	73.32
11	Belgium	6.75	72.90
12	Taiwan, China	6.66	71.14
13	Canada	6.54	69.06
14	France	6.45	67.35
15	United States	6.45	67.28
16	Panama	6.43	67.01
17	Singapore	6.43	66.99
18	Italy	6.42	66.78
19	Korea, Republic of	6.36	65.56
20	Saudi Arabia	6.35	65.46
21	Japan	6.33	65.01
22	Germany	6.18	62.33
23	Bangladesh	6.14	61.56
24	Czech Republic	6.13	61.27
25	Poland	6.12	61.13
26	Indonesia	6.11	61.08
27	Jordan	6.03	59.47
28	Nigeria	6.00	58.94
28	United Kingdom	6.00	58.94
30	Argentina	5.91	57.25
31	Chile	5.87	56.51
32	Colombia	5.78	54.85
33	Greece	5.76	54.51
34	Russia	5.70	53.43
35	Malaysia	5.69	53.13
36	Sri Lanka	5.68	52.92
37	Pakistan	5.66	52.56
38	Hungary	5.63	51.96
39	Thailand	5.60	51.42
40	Philippines	5.57	50.89
41	Slovenia	5.55	50.58
42	Egypt	5.47	49.15
43	Vietnam	5.44	48.60
44	Dominican Republic	5.42	48.22
45	Turkey	5.42	48.12
46	Kuwait	5.32	46.21
47	U.A.E.	5.27	45.34
48	Slovak Republic	5.26	45.18
49	Guatemala	5.24	44.82
50	Brazil	5.18	43.67
51	Croatia	5.08	41.88
52	Oman	5.07	41.71
53	India	4.93	39.04
54	Peru	4.84	37.31
55	Israel	4.83	37.23
55	Ukraine	4.83	37.23
57	Spain	4.81	36.71
58	Mexico	4.69	34.51
59	South Africa	4.61	33.06
60	Cambodia	3.82	18.29
61	Morocco	3.23	7.33
62	Kenya	2.83	0.00

Source: EIA International Energy Statistics (<http://www.eia.gov/>), CIA Factbook

2.2.5 Consumer sophistication: new technology (2020)

Survey: consumers are early adopted for new technology products.

Rank	Region	Unit	Index
1	Finland	8.13	100.00
2	Sweden	8.00	95.48
3	Korea, Republic of	7.88	91.38
4	Austria	7.85	90.49
5	Denmark	7.81	88.95
6	United States	7.59	81.60
7	Taiwan, China	7.55	80.27
8	Netherlands	7.50	78.52
9	Panama	7.43	76.26
10	Kuwait	7.34	73.16
11	Belgium	7.33	72.86
12	Pakistan	7.31	72.22
13	Colombia	7.31	71.94
14	Australia	7.30	71.73
15	Hong Kong SAR	7.28	71.06
16	Turkey	7.28	71.02
17	Argentina	7.27	70.81
18	Italy	7.26	70.48
19	Dominican Republic	7.15	66.70
20	Bangladesh	7.14	66.34
21	United Kingdom	7.07	63.82
22	Indonesia	7.05	63.41
23	Canada	7.04	63.03
24	China	7.04	62.94
25	Greece	7.00	61.56
25	Singapore	7.00	61.56
27	Switzerland	6.97	60.67
28	Nigeria	6.94	59.47
29	U.A.E.	6.92	58.95
30	Thailand	6.87	57.23
31	India	6.84	56.10
32	Vietnam	6.83	55.90
33	Saudi Arabia	6.80	54.77
34	Chile	6.78	54.18
35	Poland	6.71	51.58
36	Spain	6.69	51.19
37	Jordan	6.69	50.90
38	Philippines	6.64	49.41
39	France	6.55	46.24
40	Mexico	6.55	46.20
41	Slovenia	6.53	45.64
42	Peru	6.51	45.06
43	New Zealand	6.46	43.22
44	Croatia	6.46	43.18
45	Egypt	6.45	42.81
46	Malaysia	6.44	42.48
47	Slovak Republic	6.43	42.39
48	Brazil	6.41	41.55
49	Ukraine	6.33	38.94
50	Czech Republic	6.31	38.24
51	Russia	6.30	37.69
52	South Africa	6.29	37.57
53	Sri Lanka	6.26	36.62
54	Hungary	6.25	36.12
55	Germany	6.20	34.58
56	Japan	6.15	32.80
57	Morocco	6.14	32.26
58	Kenya	6.03	28.73
59	Cambodia	6.00	27.64
60	Guatemala	5.62	14.77
61	Israel	5.24	1.86
62	Oman	5.19	0.00

Source: EIA International Energy Statistics (<http://www.eia.gov/>), CIA Factbook