

## 2. Demand Conditions

### 2.2 Demand Quality

#### 2.2.1 Consumer sophistication: quality (2021)

Survey: consumers are sensitive to the quality of products.

Rank	Country/ Region	Unit	Index
1	Canada	8.37	100.00
2	Peru	8.36	99.83
3	Taiwan, China	8.26	96.13
4	France	8.26	96.06
5	Switzerland	8.25	95.81
6	Japan	8.22	94.65
7	Guatemala	8.13	91.67
8	Sweden	8.12	91.12
9	Croatia	8.04	88.26
10	United States	8.00	86.95
11	Hong Kong SAR	7.93	84.51
12	Cambodia	7.93	84.42
13	Australia	7.88	82.52
13	U.A.E.	7.88	82.52
15	United Kingdom	7.81	80.31
16	Germany	7.81	80.14
17	Panama	7.71	76.66
18	India	7.69	76.05
19	Denmark	7.69	75.96
20	Philippines	7.68	75.56
21	Greece	7.63	73.90
22	Finland	7.57	71.77
23	Korea	7.55	71.03
24	Netherlands	7.53	70.17
25	Israel	7.52	69.89
26	Poland	7.47	68.13
27	Nigeria	7.47	68.06
28	Ukraine	7.44	67.15
29	Singapore	7.43	66.71
30	Indonesia	7.42	66.44
31	Italy	7.42	66.29
32	Vietnam	7.39	65.24
33	Mexico	7.36	64.18
34	Thailand	7.35	63.88
35	China	7.29	61.82
36	New Zealand	7.29	61.65
37	Belgium	7.28	61.49
38	Malaysia	7.23	59.70
39	Saudi Arabia	7.22	59.40
40	Austria	7.14	56.47
41	Türkiye	7.13	56.07
42	South Africa	7.11	55.57
43	Spain	7.08	54.32
44	Chile	7.05	53.21
45	Colombia	7.00	51.53
45	Slovenia	7.00	51.53
47	Hungary	6.96	50.26
48	Sri Lanka	6.93	49.05
49	Egypt	6.89	47.59
50	Argentina	6.87	46.80
51	Kuwait	6.78	43.65
52	Jordan	6.74	42.20
53	Brazil	6.71	41.40
54	Kenya	6.48	33.04
55	Pakistan	6.34	28.22
56	Morocco	6.32	27.44
57	Russia	6.18	22.35
58	Slovak Republic	5.55	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

#### 2.1.2 Consumer sophistication: design (2021)

Survey: consumers are sensitive to the design of products.

Rank	Country/ Region	Unit	Index
1	Guatemala	8.31	100.00
2	Finland	8.14	92.93
3	Peru	8.05	88.82
4	Denmark	7.93	83.99
5	Mexico	7.85	80.41
6	Canada	7.84	80.24
7	United States	7.82	79.23
8	Croatia	7.81	79.08
9	Switzerland	7.81	78.99
10	France	7.77	77.25
11	U.A.E.	7.75	76.35
12	Israel	7.74	75.96
13	Australia	7.72	75.03
14	Cambodia	7.71	74.84
15	United Kingdom	7.69	73.71
16	Saudi Arabia	7.67	72.83
17	Sweden	7.62	70.76
18	Korea	7.60	69.83
19	Taiwan, China	7.56	68.14
20	Italy	7.50	65.80
21	Germany	7.48	64.95
22	Indonesia	7.47	64.69
23	Japan	7.39	61.21
24	India	7.38	60.93
25	Ukraine	7.38	60.83
26	Philippines	7.36	59.77
27	Singapore	7.33	58.76
28	Hong Kong SAR	7.30	57.35
29	Poland	7.28	56.56
30	Netherlands	7.26	55.80
31	South Africa	7.23	54.34
32	Vietnam	7.23	54.22
33	Greece	7.21	53.58
34	Nigeria	7.20	53.13
35	Argentina	7.10	48.91
36	Panama	7.10	48.78
37	Belgium	7.09	48.65
38	Austria	7.00	44.69
38	Brazil	7.00	44.69
40	Türkiye	6.97	43.61
41	Chile	6.87	39.19
42	New Zealand	6.86	38.66
43	Thailand	6.83	37.66
44	Spain	6.82	36.92
45	Sri Lanka	6.79	35.86
46	Jordan	6.76	34.69
47	Colombia	6.73	33.44
48	Hungary	6.71	32.63
49	China	6.70	31.93
50	Egypt	6.67	30.62
51	Slovenia	6.55	25.77
52	Slovak Republic	6.55	25.51
53	Pakistan	6.39	19.14
54	Kenya	6.39	19.00
55	Kuwait	6.35	17.38
56	Malaysia	6.31	15.47
57	Morocco	6.17	9.52
58	Russia	5.94	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

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#### 2.2.3 Consumer sophistication: health and environment (2021)

Survey: consumers are sensitive to health and environmental issues.

Rank	Country/Region	Unit	Index
1	Canada	8.61	100.00
2	New Zealand	8.60	99.65
3	Finland	8.50	96.51
4	Switzerland	8.34	91.61
5	Taiwan, China	8.15	85.48
6	Israel	8.00	80.83
7	Denmark	7.93	78.67
8	Australia	7.91	77.89
9	Peru	7.86	76.55
10	Sweden	7.68	70.68
11	United States	7.64	69.42
12	U.A.E.	7.63	69.07
12	United Kingdom	7.63	69.07
14	France	7.57	67.39
15	Netherlands	7.47	64.32
16	Germany	7.44	63.27
17	Japan	7.43	63.10
18	Belgium	7.41	62.21
19	Korea	7.36	60.67
20	Italy	7.31	59.12
21	Singapore	7.29	58.43
22	Croatia	7.19	55.27
22	Saudi Arabia	7.19	55.27
24	Philippines	7.18	55.07
25	Poland	7.06	51.42
26	Slovenia	7.04	50.63
27	Vietnam	7.03	50.48
28	Egypt	7.03	50.34
29	Austria	7.02	50.19
30	Guatemala	7.00	49.46
31	Cambodia	6.86	44.98
32	India	6.79	43.03
33	Colombia	6.79	42.86
34	Spain	6.74	41.21
35	Nigeria	6.70	40.05
36	China	6.69	39.62
37	Ukraine	6.68	39.32
38	Greece	6.63	37.91
39	Thailand	6.57	36.02
40	Chile	6.57	35.87
41	Türkiye	6.54	34.99
42	Argentina	6.43	31.69
43	Sri Lanka	6.42	31.23
44	Mexico	6.40	30.64
45	Kuwait	6.39	30.29
46	Panama	6.35	29.23
47	South Africa	6.34	28.85
48	Hong Kong SAR	6.30	27.51
49	Hungary	6.25	25.94
50	Jordan	6.24	25.53
51	Kenya	6.22	24.92
52	Indonesia	6.05	19.75
52	Pakistan	6.05	19.75
54	Brazil	6.00	18.10
54	Malaysia	6.00	18.10
56	Slovak Republic	5.82	12.39
57	Russia	5.62	6.10
58	Morocco	5.42	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

#### 2.1.4 Consumer sophistication: IPR (2021)

Survey: consumers rarely purchase illegally copied products.

Rank	Country/Region	Unit	Index
1	Belgium	8.06	100.00
2	Finland	8.00	98.38
3	Switzerland	7.59	87.82
4	Canada	7.53	86.07
5	Netherlands	7.32	80.60
6	Singapore	7.29	79.81
7	Denmark	7.24	78.66
8	New Zealand	7.24	78.50
9	Australia	7.19	77.26
10	Japan	7.17	76.91
11	Germany	6.96	71.35
12	Austria	6.95	71.18
13	U.A.E.	6.81	67.52
14	Egypt	6.78	66.62
15	Sweden	6.71	64.75
16	Korea	6.70	64.47
17	Italy	6.69	64.39
18	Taiwan, China	6.65	63.39
19	France	6.60	62.00
20	United Kingdom	6.56	61.02
21	Kuwait	6.46	58.31
22	Ukraine	6.44	57.87
23	Poland	6.44	57.77
24	Israel	6.35	55.40
25	Saudi Arabia	6.26	53.14
26	United States	6.18	51.13
27	Chile	6.14	50.12
27	Philippines	6.14	50.12
29	Kenya	5.96	45.27
30	Hong Kong SAR	5.83	42.07
31	Panama	5.77	40.54
32	Peru	5.77	40.50
33	Malaysia	5.77	40.41
34	Croatia	5.70	38.70
35	Spain	5.63	36.83
36	Thailand	5.62	36.41
37	Nigeria	5.57	35.14
38	Greece	5.53	34.09
39	India	5.51	33.74
40	Sri Lanka	5.51	33.71
41	Colombia	5.50	33.41
42	Türkiye	5.38	30.41
43	China	5.38	30.24
44	Vietnam	5.32	28.80
45	Pakistan	5.29	27.94
46	Russia	5.26	27.30
47	Slovenia	5.26	27.12
48	Mexico	5.20	25.61
48	South Africa	5.20	25.61
50	Slovak Republic	5.09	22.78
51	Guatemala	5.07	22.15
52	Argentina	4.87	16.95
53	Hungary	4.79	14.85
54	Indonesia	4.68	12.21
55	Jordan	4.39	4.69
56	Brazil	4.29	1.86
57	Morocco	4.23	0.43
58	Cambodia	4.21	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-

## 2. Demand Conditions

### 2.2 Demand Quality

#### 2.2.5 Consumer sophistication: new technology (2021)

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

Rank	Country/ Region	Unit	Index
1	Finland	8.36	100.00
2	Sweden	8.03	89.48
3	Guatemala	7.90	85.29
4	Indonesia	7.74	80.04
5	Denmark	7.66	77.41
6	U.A.E.	7.56	74.43
7	United States	7.55	73.88
8	Italy	7.54	73.65
8	Taiwan, China	7.54	73.65
10	Israel	7.50	72.41
10	Peru	7.50	72.41
12	Vietnam	7.48	71.89
13	Switzerland	7.47	71.41
14	Netherlands	7.32	66.49
15	Panama	7.26	64.63
16	United Kingdom	7.25	64.37
17	Korea	7.22	63.52
18	Canada	7.21	63.10
19	Hong Kong SAR	7.17	61.87
20	Türkiye	7.15	61.27
21	Philippines	7.14	60.92
22	Saudi Arabia	7.11	59.90
23	Croatia	7.07	58.71
24	Spain	7.05	58.02
25	Ukraine	6.97	55.38
26	Greece	6.95	54.63
27	Colombia	6.94	54.43
28	Nigeria	6.93	54.18
29	Singapore	6.90	53.26
30	Egypt	6.86	51.85
31	Belgium	6.84	51.29
32	Mexico	6.81	50.29
33	Cambodia	6.79	49.43
34	Australia	6.78	49.28
35	Austria	6.77	48.84
36	Slovak Republic	6.73	47.54
37	Thailand	6.70	46.59
38	Argentina	6.67	45.59
39	Germany	6.64	44.74
40	India	6.62	43.94
41	Poland	6.59	43.25
42	Japan	6.57	42.33
43	China	6.55	41.91
44	South Africa	6.46	38.85
45	Chile	6.41	37.46
46	Kenya	6.35	35.33
47	Brazil	6.29	33.33
48	Pakistan	6.21	30.91
49	New Zealand	6.20	30.57
50	France	6.17	29.66
51	Malaysia	6.08	26.61
52	Sri Lanka	6.07	26.38
53	Slovenia	6.07	26.36
54	Russia	5.97	23.19
55	Kuwait	5.95	22.44
56	Jordan	5.71	14.82
57	Hungary	5.68	13.79
58	Morocco	5.25	0.00
-	Bangladesh	-	-
-	Czech Republic	-	-
-	Dominican Republic	-	-
-	Oman	-	-