



2021 Digital Consumer Index: Pinpointing the Most Promising Digital Opportunities

April 2021

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COVID-19 has underscored the importance of internet access

Greater digital inclusion doubles global internet population

Gaps in smartphone possession and internet access via mobile

Connectivity driving both remote and in-person digital engagement

Digital maturity creates pressing need for market prioritisation

Introducing Euromonitor International's Digital Consumer Index

UNCOVERING WHERE TO PLACE DIGITAL BETS

The internet is the world's largest connector

Access to quality mobile internet essential for improved connectivity

Middle East and Africa and Latin America lag on connectivity

Poland makes the biggest strides on connectivity

Noticeable shifts in leading markets with the rise of China

Nigeria to show progress in connectivity, India to leap in ranks

Japan and Australia to lead developed markets in connectivity

UAE to lead across all connectivity indices

IDENTIFYING KEY E-COMMERCE OPPORTUNITIES

South Korea continues to lead the Digital Consumer Index

Western Europe dominates developed markets

Several emerging markets aim to follow the trail of leaders

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Penetration in second-tier cities to increase opportunities in India

Mexico set to be the fifth largest emerging digital consumer market

Saudi Arabia lays groundwork for robust digital commerce

Turkey eager to bank on investment to secure digital opportunities

Russia to make biggest stride on digitalisation in Eastern Europe

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Czech Republic will make biggest leap among developed markets

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KEY TAKEAWAYS

Key digital commerce takeaways from the index

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About Euromonitor International

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/2021-digital-consumer-index-pinpointing-the-most-promising-digital-opportunities/report.