



The **2009** TGI product book

Short edition

- **Usage data for 63 countries from Global TGI**
- **Drawn from a total of more than 700,000 respondents**

Introduction and Contents

Food: Tomato Ketchup

Non-Alcoholic Drinks: Colas

Alcoholic Drinks: Beer

Household Products: Washing Up Liquid

Toiletries and Cosmetics: Shampoo

Pharmaceutical: Headache Remedies

Consumer Durables: Personal Computer

TGI Consultancy Services; Contact Details

This is a shortened version of the full 2009 TGI product book, which covers 52 product categories. To download your free copy of the full 2009 TGI product book, please [click here](#).



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www.tgisurveys.com

Introduction

Welcome to this free publication of extracts from TGI's immense database of product usage information from around the world. This is a shortened version of the full 2009 TGI product book, which covers 52 product categories, and is also available free of charge. **Click here to download your copy.** We hope you enjoy this sample – it illustrates just a small fraction of the potential that exists for analysis, but perhaps it will give you food for thought.

The global TGI network consists of over 60 markets worldwide, with a total of over 700,000 respondent interviews conducted annually.

The studies for each national market are available for use right now, and they contain a huge breadth of information. Almost all businesses will find something of value in TGI.

The insights offered by TGI cover:

- Product and brand usage in 18 sectors, typically containing a total of around 400 product groups and 3,000 brands
- Leisure activities
- Use of services
- Media exposure and preferences
- Attitudes and motivations
- Demographics

All TGI data is weighted to match known demographic profiles. Many of our media measures are national media currencies; where this is not the case, we re-weight to match the accepted currency.

All studies follow standardised guidelines and formats, but with the flexibility to reflect local market needs and characteristics in full.

TGI information is comparable across all markets, making it very easy to acquire revealing multi-country insights.

Because TGI studies are syndicated, the costs are in effect shared between clients. Therefore you don't need to bear the cost of conducting a large-scale study alone.

A wide variety of analysis possibilities exist, and we can tailor our information and insight packages so that they are based on the needs of individual brand owners.

We can enhance TGI with custom adaptations. It's often possible to revisit TGI respondents with client-specific survey modules. Or we might use data fusion techniques to integrate your own custom projects with TGI, thereby extending the range of insights you can generate.

Your research budget may be limited, but TGI can still help you extend your marketing horizon.

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The following categories are included in the full 2009 TGI product book:	
Air Fresheners (Main Shoppers)	
Baby or Junior Food (Main Shoppers)	
Mineral Water	
Wine (18+)	
Breakfast Cereals	
Chewing Gum	
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Cleansing Creams, Lotions and Wipes (Women)	
Oils for Cooking and Salad (Main Shoppers)	
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Household Cleaners (Main Shoppers)	
Ice Cream	
Indigestion/Heartburn/Stomach Remedies	
Instant Coffee	
Ready-To-Drink Fruit and Vegetable Juices	
Lipstick/Lip Gloss (Women)	
Liquid Soap	
Mayonnaise	
Face Creams and Lotions (Women)	
Perfume/Eau de Toilette/Body Fragrance (Women)	
Soup	
Feminine Hygiene Products (Women)	
Tea (Loose and Bags – including Herbal/Fruit Tea)	
Toothbrushes	
Toothpaste	
Vitamins and Other Supplements	
Washing Powders/Tablets/Liquids (Main Shoppers)	
Yoghurt	
Car	
Credit Card (18+)	
Digital Camera	
DVD Player	
Electric Dishwasher	
Internet Use	
Microwave	
Mobile Phone	

Survey specifications

Country	TGI measured universe	Current annual sample size	Fieldwork period for this report
Algeria	15+, 3 governorates	2,744	2008
Argentina	12+, Urban	10,206	2008
Australia *	14+, Metro and regional	22,000	2007
Azerbaijan	10+, 3 major cities	3,500	2007
Bahrain	15+, Urban	2,000	2008
Brazil	12+, Major metropolitan	18,816	2008
Bulgaria	15+, Urban	11,000	Jul 2007 - Jun 2008
Canada	12+, Excl. territories	12,466	Oct 2006 - Sep 2007
Chile	12+, Greater Santiago	3,512	2008
China	15+, 30 urban cities	70,000	2007
Colombia	12+, 6 cities	7,018	2008
Croatia	15+, National	8,000	Feb 2007 - Jan 2008
Czech Republic	12+, National	15,000	Oct 2007 - Mar 2008
Ecuador	12+, Urban	2,002	2008
Egypt	15+, Urban	5,000	Oct 2007 - Jan 2008
France	15+, Excl. Corsica	10,000	Oct 2006 - Sep 2007
GB	15+, Excl. offshore islands	25,000	Oct 2006 - Sep 2007
Germany	15+, National	10,000	Oct 2006 - Sep 2007
Greece	15+, Excl. Aegean and Ionian islands	11,000	Jun 2007 - May 2008
Hong Kong	12+, National	5,000	2007
Hungary	14+, National	16,000	2007
India	15+, Urban	30,000	2007
Indonesia	10+, 9 cities	13,000	2007
Iran	15+, Urban	10,000	May 2007 - May 2008
Israel	18+, National	10,000	2007
Italy	14+, National	10,000	May 2007 - Nov 2007
Japan	12+, National	8,700	2007
Jordan	15+, 3 governorates	3,150	Dec 2007 - Feb 2008
Kenya	15+, Urban	10,000	2008
Kuwait	15+, 6 governorates	4,000	Sep 2007 - Mar 2008
Lebanon	15+, 6 regions	4,000	Sep 2007 - Feb 2008
Malaysia	15+, National	10,000	Jul 2006 - Jun 2007
Mexico	12+, 3 metropolitan areas	12,464	2008
Montenegro	15+, National	2,000	2007
New Zealand	10+, National	12,000	2008
Northern Ireland	15+, National	2,000	2008
Peru	12+, Lima only	3,000	2008
Philippines	10+, Urban	8,000	Oct 2007 - Sep 2008
Poland	15+, National	36,000	2007
Portugal	15+, National	5,000	2008
Puerto Rico	12+, National	5,407	Feb 2007 - May 2008
Qatar	15+, Urban	1,500	Dec 2007 - Jun 2008
Rep. of Ireland	15+, National	3,000	2008
Russia	10+, Cities of 100,000+	36,000	2007
Saudi Arabia	15+, 15 cities and towns	7,000	Sep 2007 - Feb 2008
Serbia	15+, National	8,000	Mar 2006 - Feb 2007
Singapore	15+, National	4,200	Jul 2006 - Jun 2007
Slovak Republic	14+, National	8,000	2008
Slovenia	15+, National	8,000	Jul 2007 - Jun 2008
South Africa	16+, Urban of 8,000+	15,000	Jul 2007 - Jun 2008
South Korea	11+, Urban	8,700	2008
Spain	14+, Excl. Ceuta and Melilla	10,000	Oct 2006 - Sep 2007
Sweden	15+, National	48,000	2007
Syria	15+, 3 governorates	3,000	2008
Taiwan	12+, National	7,500	2007
Tanzania	15+, Urban	5,000	2006
Thailand	12+, National	8,000	Jul 2007 - Jun 2008
Turkey	15+, Urban	15,000	Mar 2007 - Feb 2008
UAE	15+, 8 urban cities	5,000	Oct 2007 - Jun 2008
Uganda	15+, Urban	5,000	2006
Ukraine	10+, cities of 50,000+	8,800	2006
USA	18+, 48 continuous states	25,000	Feb 2007 - Mar 2008
Venezuela	12+, 6 metro areas	4,480	2008

Note: Product usage data is based on the broadest definition used in each country. In most cases, it is in the last 12 months. To preserve consistency, the figures in this booklet are based on individuals rather than households.

* Australia survey is based on a sample of all online users



Percentage of total population		Users in 000s	
Algeria	36%	Algeria	8,417
Argentina	31%	Argentina	5,969
Australia	64%	Australia	11,016
Azerbaijan	52%	Azerbaijan	1,032
Bahrain	87%	Bahrain	375
Brazil	62%	Brazil	38,793
Bulgaria	55%	Bulgaria	2,311
Canada	81%	Canada	22,892
Chile	54%	Chile	2,282
China	5%	China	3,781
Colombia	85%	Colombia	8,743
Croatia	75%	Croatia	2,598
Czech Republic	84%	Czech Republic	7,410
Ecuador	63%	Ecuador	1,915
Egypt	45%	Egypt	11,669
France	55%	France	27,171
GB	80%	GB	38,839
Germany	82%	Germany	52,576
Greece	58%	Greece	4,049
Hong Kong	74%	Hong Kong	3,917
Hungary	82%	Hungary	6,214
India	51%	India	53,429
Indonesia	97%	Indonesia	39,829
Iran	80%	Iran	10,502
Israel	77%	Israel	2,881
Italy	13%	Italy	6,260
Japan	36%	Japan	15,467
Jordan	78%	Jordan	1,782
Kenya	44%	Kenya	2,560
Kuwait	91%	Kuwait	1,978
Lebanon	93%	Lebanon	3,165
Malaysia		Malaysia	
Mexico	78%	Mexico	29,476
Montenegro	79%	Montenegro	346
New Zealand	36%	New Zealand	1,295
Northern Ireland	80%	Northern Ireland	1,114
Peru	37%	Peru	2,337
Philippines	95%	Philippines	33,447
Poland	86%	Poland	25,990
Portugal	65%	Portugal	4,330
Puerto Rico	91%	Puerto Rico	2,950
Qatar	85%	Qatar	496
Rep. of Ireland	81%	Rep. of Ireland	2,838
Russia	62%	Russia	39,037
Saudi Arabia	86%	Saudi Arabia	11,005
Serbia	89%	Serbia	4,886
Singapore	67%	Singapore	2,369
Slovak Republic	85%	Slovak Republic	3,790
Slovenia	73%	Slovenia	1,131
South Africa	91%	South Africa	16,219
South Korea	44%	South Korea	15,284
Spain	49%	Spain	18,567
Sweden	87%	Sweden	6,126
Syria	71%	Syria	4,588
Taiwan		Taiwan	
Tanzania	45%	Tanzania	1,365
Thailand	29%	Thailand	15,638
Turkey	44%	Turkey	8,259
UAE	89%	UAE	3,391
Uganda	44%	Uganda	1,438
Ukraine	64%	Ukraine	12,227
USA	95%	USA	205,165
Venezuela	80%	Venezuela	6,686

Notes: Tomato Ketchup is only asked to female housewives in Turkey

Percentage of total population		Users in 000s	
Algeria	60%	Algeria	13,896
Argentina	68%	Argentina	13,016
Australia	54%	Australia	9,188
Azerbaijan	71%	Azerbaijan	1,416
Bahrain	67%	Bahrain	290
Brazil	73%	Brazil	45,742
Bulgaria	73%	Bulgaria	3,069
Canada	50%	Canada	14,182
Chile	66%	Chile	2,786
China	70%	China	50,480
Colombia	69%	Colombia	7,094
Croatia	76%	Croatia	2,621
Czech Republic	55%	Czech Republic	4,838
Ecuador	73%	Ecuador	2,202
Egypt	67%	Egypt	17,478
France	61%	France	30,347
GB	58%	GB	28,076
Germany	56%	Germany	36,125
Greece	73%	Greece	5,088
Hong Kong	80%	Hong Kong	4,227
Hungary	56%	Hungary	4,252
India	79%	India	82,035
Indonesia	49%	Indonesia	20,127
Iran	57%	Iran	7,451
Israel	71%	Israel	2,655
Italy	59%	Italy	28,549
Japan	45%	Japan	19,380
Jordan	66%	Jordan	1,518
Kenya	66%	Kenya	3,842
Kuwait	71%	Kuwait	1,555
Lebanon	88%	Lebanon	2,977
Malaysia		Malaysia	
Mexico	80%	Mexico	30,446
Montenegro	63%	Montenegro	278
New Zealand	57%	New Zealand	2,089
Northern Ireland	60%	Northern Ireland	837
Peru	77%	Peru	4,852
Philippines	95%	Philippines	33,337
Poland	53%	Poland	15,892
Portugal	66%	Portugal	4,433
Puerto Rico	60%	Puerto Rico	1,961
Qatar	75%	Qatar	437
Rep. of Ireland	52%	Rep. of Ireland	1,835
Russia	46%	Russia	28,732
Saudi Arabia	70%	Saudi Arabia	9,011
Serbia	73%	Serbia	3,992
Singapore	59%	Singapore	2,072
Slovak Republic	66%	Slovak Republic	2,940
Slovenia	60%	Slovenia	930
South Africa	72%	South Africa	12,700
South Korea	64%	South Korea	22,475
Spain	70%	Spain	26,530
Sweden	80%	Sweden	5,624
Syria	65%	Syria	4,213
Taiwan	11%	Taiwan	1,861
Tanzania	76%	Tanzania	2,333
Thailand	63%	Thailand	34,126
Turkey	83%	Turkey	39,014
UAE	67%	UAE	2,530
Uganda	72%	Uganda	2,372
Ukraine	43%	Ukraine	8,229
USA	78%	USA	170,151
Venezuela	66%	Venezuela	5,507

Notes:

Beer (18+)

Percentage of 18+ population		Users in 000s	
Algeria	4%	Algeria	783
Argentina	59%	Argentina	9,774
Australia	43%	Australia	6,888
Azerbaijan	25%	Azerbaijan	403
Bahrain	14%	Bahrain	56
Brazil	54%	Brazil	28,969
Bulgaria	63%	Bulgaria	2,502
Canada	51%	Canada	13,156
Chile	50%	Chile	1,830
China	47%	China	32,031
Colombia	66%	Colombia	5,811
Croatia	67%	Croatia	2,119
Czech Republic	63%	Czech Republic	5,115
Ecuador	61%	Ecuador	1,526
Egypt	2%	Egypt	574
France	53%	France	25,441
GB	64%	GB	29,948
Germany	59%	Germany	35,917
Greece	71%	Greece	4,646
Hong Kong	46%	Hong Kong	2,155
Hungary	50%	Hungary	3,518
India	9%	India	8,227
Indonesia	5%	Indonesia	1,746
Iran	48%	Iran	5,818
Israel	51%	Israel	1,891
Italy	56%	Italy	26,059
Japan	56%	Japan	22,578
Jordan		Jordan	
Kenya	13%	Kenya	678
Kuwait	42%	Kuwait	900
Lebanon	44%	Lebanon	1,381
Malaysia	10%	Malaysia	1,261
Mexico	43%	Mexico	13,567
Montenegro	36%	Montenegro	148
New Zealand	56%	New Zealand	1,758
Northern Ireland	48%	Northern Ireland	633
Peru	68%	Peru	3,632
Philippines	41%	Philippines	11,171
Poland	65%	Poland	18,245
Portugal	65%	Portugal	3,438
Puerto Rico	37%	Puerto Rico	1,060
Qatar	18%	Qatar	99
Rep. of Ireland	63%	Rep. of Ireland	2,120
Russia	48%	Russia	26,505
Saudi Arabia	48%	Saudi Arabia	5,798
Serbia	58%	Serbia	3,006
Singapore	44%	Singapore	1,445
Slovak Republic	60%	Slovak Republic	2,538
Slovenia	67%	Slovenia	989
South Africa	22%	South Africa	3,647
South Korea	68%	South Korea	20,532
Spain	75%	Spain	27,147
Sweden	78%	Sweden	5,248
Syria		Syria	
Taiwan	33%	Taiwan	5,476
Tanzania	11%	Tanzania	325
Thailand	31%	Thailand	15,886
Turkey	13%	Turkey	5,791
UAE	13%	UAE	465
Uganda	13%	Uganda	416
Ukraine	51%	Ukraine	8,466
USA	46%	USA	95,248
Venezuela	53%	Venezuela	3,772

Notes: 20+ for Croatia and Poland, 21+ for the USA, 25+ for Portugal.
Non Alcoholic Beer for Bahrain, Iran, Qatar, Saudi Arabia.

Washing Up Liquid (Manual) (Main Shoppers)

Percentage of main shoppers		Users in 000s	
Algeria	64%	Algeria	7,373
Argentina	86%	Argentina	9,101
Australia	59%	Australia	6,588
Azerbaijan		Azerbaijan	
Bahrain	96%	Bahrain	192
Brazil	89%	Brazil	29,751
Bulgaria	82%	Bulgaria	2,069
Canada	84%	Canada	9,690
Chile	97%	Chile	1,838
China	96%	China	27,864
Colombia	93%	Colombia	4,613
Croatia	98%	Croatia	2,479
Czech Republic	95%	Czech Republic	5,219
Ecuador	89%	Ecuador	1,157
Egypt	94%	Egypt	9,153
France	96%	France	33,276
GB	98%	GB	27,371
Germany	93%	Germany	32,874
Greece	96%	Greece	2,682
Hong Kong	98%	Hong Kong	2,626
Hungary	95%	Hungary	4,087
India		India	
Indonesia	44%	Indonesia	5,632
Iran	98%	Iran	8,130
Israel	95%	Israel	1,870
Italy	89%	Italy	18,559
Japan	95%	Japan	16,514
Jordan	90%	Jordan	840
Kenya	18%	Kenya	449
Kuwait	95%	Kuwait	1,637
Lebanon	94%	Lebanon	1,406
Malaysia	87%	Malaysia	4,582
Mexico	93%	Mexico	15,990
Montenegro	60%	Montenegro	134
New Zealand	59%	New Zealand	894
Northern Ireland	96%	Northern Ireland	727
Peru	92%	Peru	2,341
Philippines	25%	Philippines	8,819
Poland	97%	Poland	19,112
Portugal	96%	Portugal	2,784
Puerto Rico	97%	Puerto Rico	1,685
Qatar	94%	Qatar	284
Rep. of Ireland	97%	Rep. of Ireland	2,381
Russia	92%	Russia	26,864
Saudi Arabia	94%	Saudi Arabia	8,118
Serbia	90%	Serbia	3,410
Singapore	38%	Singapore	697
Slovak Republic	96%	Slovak Republic	2,677
Slovenia	98%	Slovenia	959
South Africa	88%	South Africa	11,856
South Korea		South Korea	
Spain	92%	Spain	14,633
Sweden	85%	Sweden	5,998
Syria	95%	Syria	1,980
Taiwan	63%	Taiwan	11,026
Tanzania	32%	Tanzania	373
Thailand	98%	Thailand	27,951
Turkey	82%	Turkey	15,436
UAE	70%	UAE	770
Uganda	16%	Uganda	229
Ukraine	92%	Ukraine	17,540
USA	88%	USA	191,497
Venezuela	92%	Venezuela	3,599

Notes: Main shopper information is from total population in Azerbaijan, Philippines, Ukraine, South Korea, Sweden, Taiwan and USA.

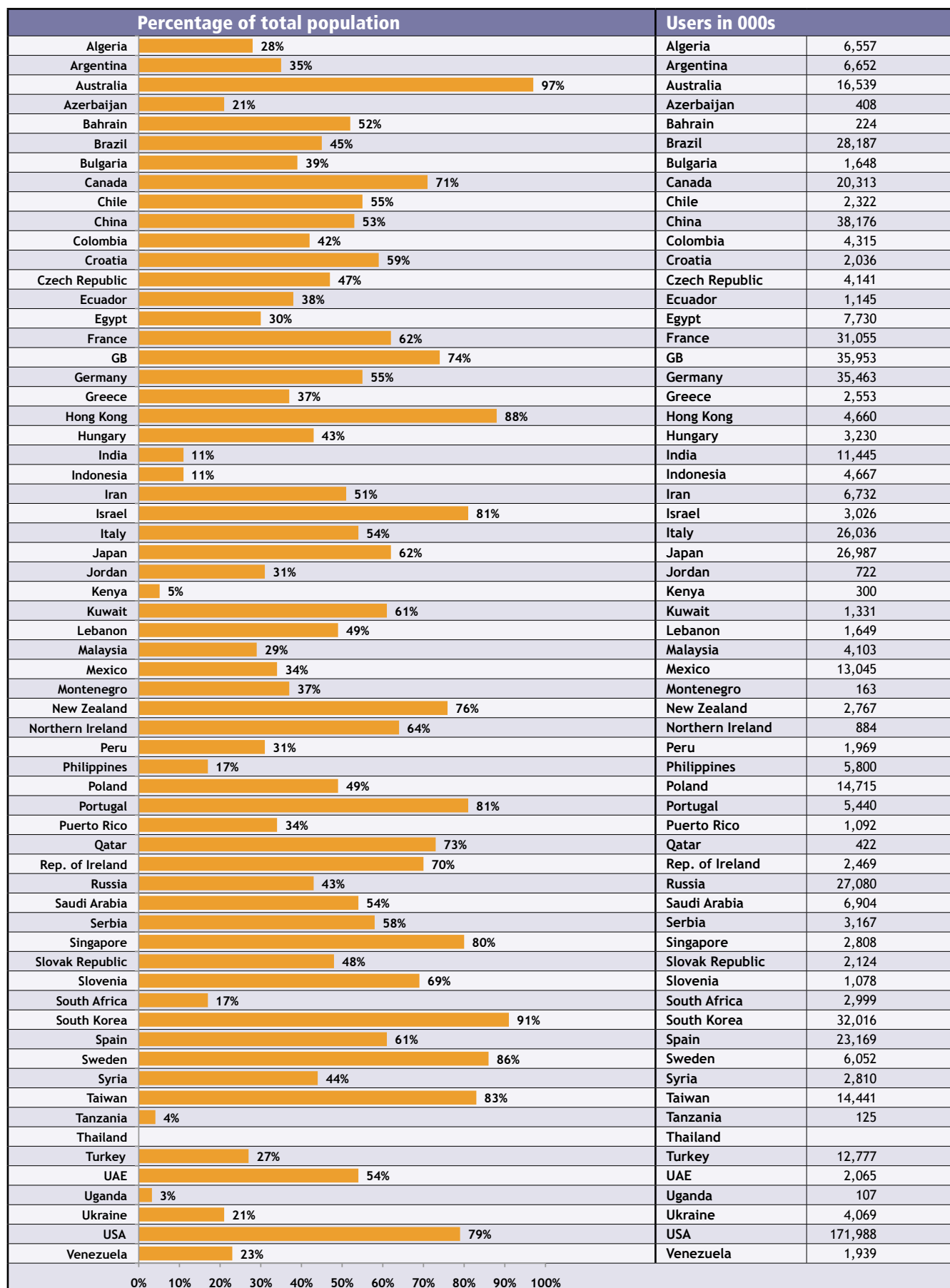
Percentage of total population		Users in 000s	
Algeria	95%	Algeria	21,901
Argentina	96%	Argentina	18,478
Australia	81%	Australia	13,855
Azerbaijan	88%	Azerbaijan	1,745
Bahrain	94%	Bahrain	406
Brazil	92%	Brazil	57,321
Bulgaria	92%	Bulgaria	3,873
Canada	93%	Canada	26,375
Chile	100%	Chile	4,183
China	98%	China	71,265
Colombia	94%	Colombia	9,648
Croatia	99%	Croatia	3,417
Czech Republic	86%	Czech Republic	7,541
Ecuador	95%	Ecuador	2,878
Egypt	70%	Egypt	18,275
France	96%	France	47,977
GB	95%	GB	46,369
Germany	98%	Germany	63,054
Greece	99%	Greece	6,934
Hong Kong	98%	Hong Kong	5,190
Hungary	96%	Hungary	7,257
India	91%	India	94,848
Indonesia	99%	Indonesia	40,575
Iran	98%	Iran	12,929
Israel	97%	Israel	3,612
Italy	81%	Italy	39,200
Japan	98%	Japan	42,702
Jordan	97%	Jordan	2,216
Kenya	58%	Kenya	1,634
Kuwait	84%	Kuwait	1,831
Lebanon	96%	Lebanon	3,251
Malaysia	91%	Malaysia	12,738
Mexico	95%	Mexico	35,993
Montenegro	94%	Montenegro	416
New Zealand	43%	New Zealand	1,574
Northern Ireland	96%	Northern Ireland	1,331
Peru	100%	Peru	6,249
Philippines	96%	Philippines	33,795
Poland	97%	Poland	29,296
Portugal	98%	Portugal	6,521
Puerto Rico	98%	Puerto Rico	3,170
Qatar	93%	Qatar	541
Rep. of Ireland	97%	Rep. of Ireland	3,408
Russia	90%	Russia	56,470
Saudi Arabia	95%	Saudi Arabia	12,198
Serbia	71%	Serbia	3,887
Singapore	94%	Singapore	3,315
Slovak Republic	89%	Slovak Republic	3,952
Slovenia	98%	Slovenia	1,531
South Africa	62%	South Africa	11,021
South Korea	79%	South Korea	27,679
Spain	95%	Spain	35,951
Sweden	90%	Sweden	6,357
Syria	93%	Syria	5,979
Taiwan	99%	Taiwan	17,231
Tanzania	52%	Tanzania	795
Thailand	85%	Thailand	46,465
Turkey	85%	Turkey	39,985
UAE	96%	UAE	3,664
Uganda	26%	Uganda	862
Ukraine	92%	Ukraine	17,488
USA	93%	USA	201,290
Venezuela	97%	Venezuela	8,125

Notes: Shampoo / Conditioner / Hair styling products: women filter for Kenya, Tanzania and Uganda.

Headache Remedies and Analgesics

Percentage of total population		Users in 000s	
Algeria	64%	Algeria	14,688
Argentina	60%	Argentina	11,424
Australia	47%	Australia	8,018
Azerbaijan	30%	Azerbaijan	605
Bahrain	76%	Bahrain	327
Brazil	72%	Brazil	44,763
Bulgaria	69%	Bulgaria	2,903
Canada	63%	Canada	18,036
Chile	68%	Chile	2,870
China	23%	China	16,692
Colombia	54%	Colombia	5,507
Croatia	75%	Croatia	2,597
Czech Republic	61%	Czech Republic	5,340
Ecuador	71%	Ecuador	2,148
Egypt	64%	Egypt	16,687
France	79%	France	39,233
GB	80%	GB	38,993
Germany	73%	Germany	46,832
Greece	76%	Greece	5,304
Hong Kong	35%	Hong Kong	1,841
Hungary	67%	Hungary	5,024
India	70%	India	72,760
Indonesia	86%	Indonesia	35,384
Iran	78%	Iran	10,314
Israel	71%	Israel	2,663
Italy	38%	Italy	18,384
Japan	22%	Japan	9,498
Jordan	80%	Jordan	1,836
Kenya	65%	Kenya	3,824
Kuwait	87%	Kuwait	1,910
Lebanon	88%	Lebanon	2,983
Malaysia	80%	Malaysia	11,181
Mexico	51%	Mexico	19,402
Montenegro		Montenegro	
New Zealand	48%	New Zealand	1,736
Northern Ireland	74%	Northern Ireland	1,026
Peru	56%	Peru	3,516
Philippines	75%	Philippines	26,393
Poland	66%	Poland	19,929
Portugal	69%	Portugal	4,598
Puerto Rico	87%	Puerto Rico	2,808
Qatar	62%	Qatar	363
Rep. of Ireland	75%	Rep. of Ireland	2,639
Russia	68%	Russia	38,661
Saudi Arabia	86%	Saudi Arabia	10,944
Serbia		Serbia	
Singapore	47%	Singapore	1,670
Slovak Republic	69%	Slovak Republic	3,075
Slovenia	73%	Slovenia	1,130
South Africa	68%	South Africa	12,153
South Korea	22%	South Korea	7,786
Spain	71%	Spain	26,963
Sweden	80%	Sweden	5,654
Syria	85%	Syria	5,491
Taiwan	16%	Taiwan	2,746
Tanzania	73%	Tanzania	2,237
Thailand		Thailand	
Turkey	73%	Turkey	34,308
UAE	77%	UAE	2,938
Uganda	43%	Uganda	1,421
Ukraine	70%	Ukraine	13,261
USA	82%	USA	176,996
Venezuela	64%	Venezuela	5,324

Notes:



Notes:

TGI offers a range of ways for international clients to access its extensive information resources:

TGI databases

Some clients prefer to have in-house access to our databases. Using our specially-written analysis software you can explore questions such as:

- How your customers think
- What drives consumer choice
- What you need to know when launching a new product
- Your ideal marketing partners
- How your brand could enter a new territory

Re-contact or fusion

We can enhance TGI with custom adaptations. It's often possible to revisit TGI respondents with client-specific survey modules. Or we might use data fusion techniques to integrate your own custom projects with TGI, thereby extending the range of insights you can generate.

TGI consulting

Other clients prefer to use our consulting services. We actively engage in dialogue in order to provide actionable customer intelligence. We will lighten your load by:

- **Providing answers quickly and cost efficiently**

TGI consulting uses robust and high quality data that have already been collected.

This enables fast and cost-efficient project turnaround.

- **Letting us do the work**

In a world where internal resources are scarce or at a premium, our analysts can provide the support you need. We will take your brief, mine the data, and provide you with actionable insights.

TGI consulting offers tailor-made solutions. By harnessing the power of in-house and other data sources and applying these flexibly to a range of applications, we have the tools to meet your product needs.

TGI consulting solutions include:

- **Market Overview**

Provides fundamental market insights if you are looking to expand into new territories or new categories.

- Population statistics
- Size and category composition
- Category trends
- Demographic category profile
- Brand leaders

- **Brandscape**

Offers enlightenment on the key brands driving a category, both in terms of their users and their positioning.

- Category overview
- Brand leaders
- Brand and category penetrations
- Brand and category demographic profiles
- Trends
- Brand map

- **The Competitive Environment**

Throws light on the interrelation between competing brands within a category.

- Brand leaders
- Brand and category trends
- Brand duplication
- Brand loyalty
- Brand footprints

- **User 360°**

Enlightens you on consumers beyond demographics, thereby enabling you to get under the skin of your existing or potential customers. User 360° offers insights into consumers' lives, their interests and their outlook on life.

- Attitudinal profiles
- Leisure pursuits and holidays
- Music and film preferences
- Editorial interests
- Sporting preferences

- **Key Drivers**

Tells you why consumers might choose one brand over the competitive set, and points to the motivations driving the behaviour of a given target group.

- Demographic profiles
- Lifestage profile
- Key factor identification
- Attitudinal profiles of target
- Brand map
- Life Values
- Influencing factors

TGI sector coverage:

- Food
- Household Products
- Pets and Pet Food
- Toiletries and Cosmetics
- Pharmaceuticals and Chemist Products
- Non Alcoholic Drinks
- Alcoholic Dinks
- Sweet and Salty Snacks
- Tobacco Products
- Motoring
- Shopping, Retail and Clothing
- Sports and Leisure
- Holidays and Travel
- DIY and Gardening
- Financial Services
- Communications and Internet
- Appliances and Household Durables
- Electronics and Other Personal Items

TGI geographical coverage:

- Algeria
- Argentina
- Australia (Panorama, Nielsen)
- Azerbaijan
- Bahrain
- Brazil
- Bulgaria
- Canada (PMB)
- Chile
- China
- Colombia
- Croatia
- Czech Republic
- Ecuador
- Egypt
- France
- GB
- Germany
- Greece
- Hong Kong (Media Index, Nielsen)
- Hungary
- India
- Indonesia (Media Index, Nielsen)
- Iran
- Israel
- Italy (Sinottica, Eurisko)
- Japan (ACR, Video Research)
- Jordan
- Kenya
- Kuwait
- Lebanon
- Malaysia (Media Index, Nielsen)
- Mexico
- Montenegro
- New Zealand (Panorama, Nielsen)
- Northern Ireland
- Peru
- Philippines (Media Index, Nielsen)
- Poland
- Portugal
- Puerto Rico
- Qatar
- Republic of Ireland
- Russia
- Saudi Arabia
- Serbia
- Singapore (Media Index, Nielsen)
- Slovak Republic
- Slovenia
- South Africa
- South Korea (Media Index, Hankook Research)
- Spain
- Sweden (Orvesto, RI)
- Syria
- Taiwan (Media Index, Nielsen)
- Tanzania
- Thailand (Media Index, Nielsen)
- Turkey
- UAE
- Uganda
- Ukraine
- USA (NCS, Simmons)
- Venezuela

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