



**Euromonitor
International**

Consumer Cities 2022: Where to Look for Opportunities?

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Scope

Key findings (1)

Key findings (2)

Top 100 cities: key contributors to future opportunities

Global ranking of the top 20 consumer cities in 2022 by pillar

Top 20 global consumer cities in 2022

North America: top 20 consumer cities in 2022

Analysis of the top 20 cities in North America

Dallas: a city with a large number of rich spenders

Austin : a fast-growing city with tech sector driving growth and urban wealth

Washington : rapidly growing wealthy consumer segment

Asia Pacific: top 20 consumer cities in 2022

Analysis of the top 20 cities in Asia Pacific

Kuala Lumpur: an important technological and financial hub regionally

Sydney: economically strong city with high per capita income levels

Shenzhen: innovation capability, high FDI and the highest labour productivity in China

Middle East and North Africa: top 20 consumer cities in 2022

Analysis of the top 20 cities in the Middle East and North Africa

Riyadh: continuously expanding city with large public sector

Tel Aviv: high incomes and affluent population, yet among the highest costs of living globally

Istanbul: fast-growing number of top income earners and sustainability enhancements

Western Europe: top 20 consumer cities in 2022

Analysis of the top 20 cities in Western Europe

London : large and expensive city, with high numbers of high-earning households

Dublin : expanding city with strong economy, strategic location and highly-skilled workforce

Madrid : large digitalised consumer market, with high number of wealthy consumers

Latin America : top 20 consumer cities in 2022

Analysis of the top 20 cities in Latin America

Santiago: rapidly expanding urban population with increasing pool of spenders

Buenos Aires: large number of high-earning households, yet poverty remains an issue

Panama City: mid-sized city with high and fast-growing income

Eastern Europe: top 20 consumer cities in 2022

Analysis of the top 20 cities in Eastern Europe

Warsaw : offers abundance of qualified labour and lower costs

Bucharest : strong digitalisation and fast-increasing per capita disposable income

Moscow : highest number of luxury consumer potential in the region

Sub-Saharan Africa: top 20 consumer cities in 2022

Analysis of the top 20 cities in Sub-Saharan Africa

Johannesburg : high disposable incomes and large pool of wealthy consumers

Nairobi : one of the most important financial and business centres regionally

Pretoria : South Africa's administrative capital with strong growth outlook

City scorecard methodology (1)

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-cities-2022-where-to-look-for-opportunities/report.