



Passport

PEST Analysis: Guinea

Euromonitor International

September 2021

This sample report is for illustration
purposes only.

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PEST ANALYSIS: GUINEA

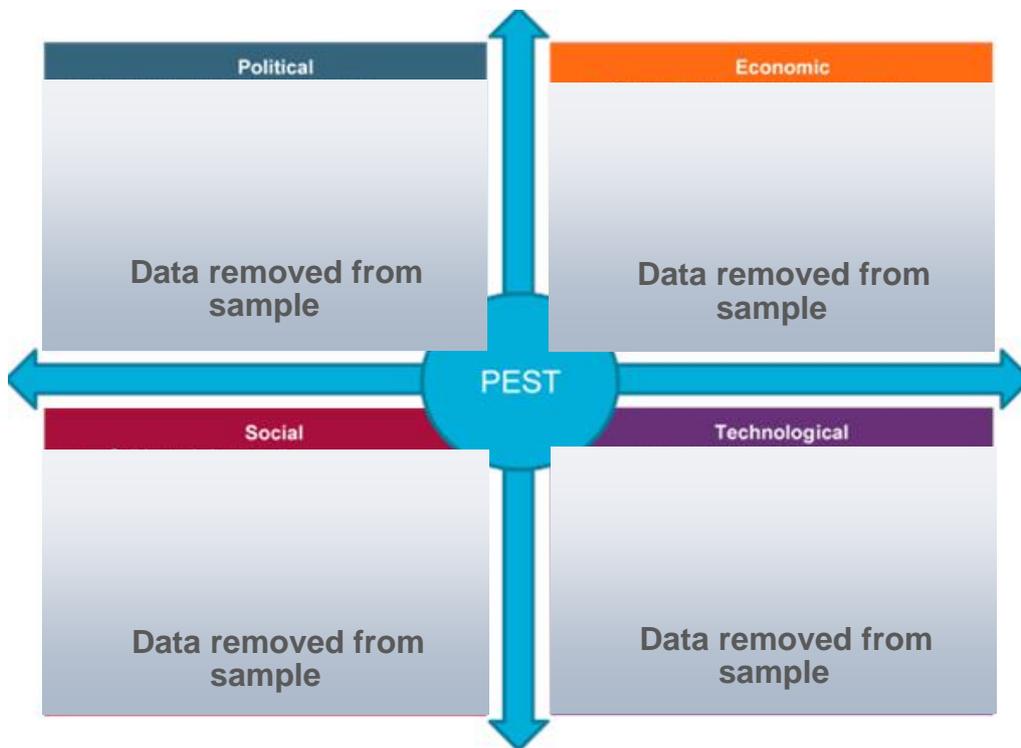
Greater clampdown of opposition factions is raising Guinea's political instability, whilst

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PEST ANALYSIS

PEST analysis (political, economic, social and technological) describes a framework of macro-environmental factors assessed as a strategic tool for environment scanning, understanding risks and opportunities, market growth or decline, business position, and potential and direction for operations, helping companies to become more competitive.

Chart 1 Main PEST Points in Guinea

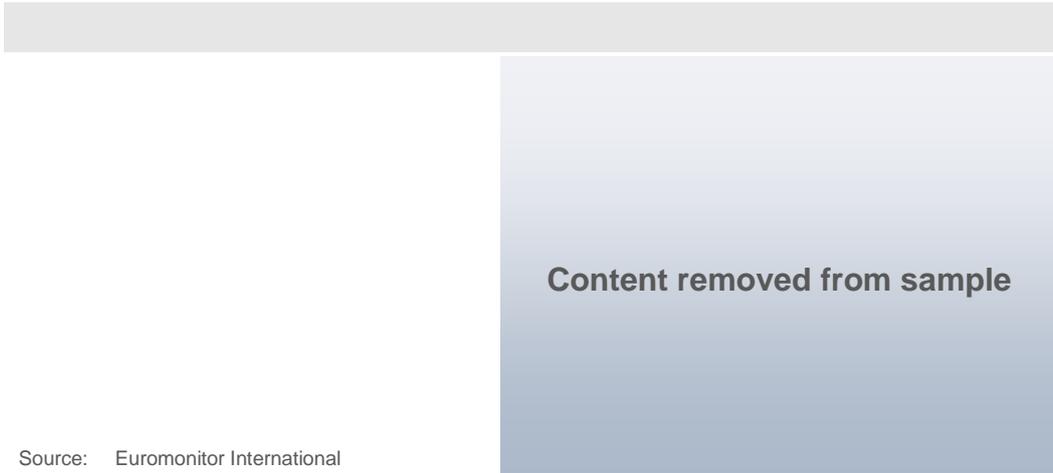


Source: Euromonitor International

POLITICAL ENVIRONMENT

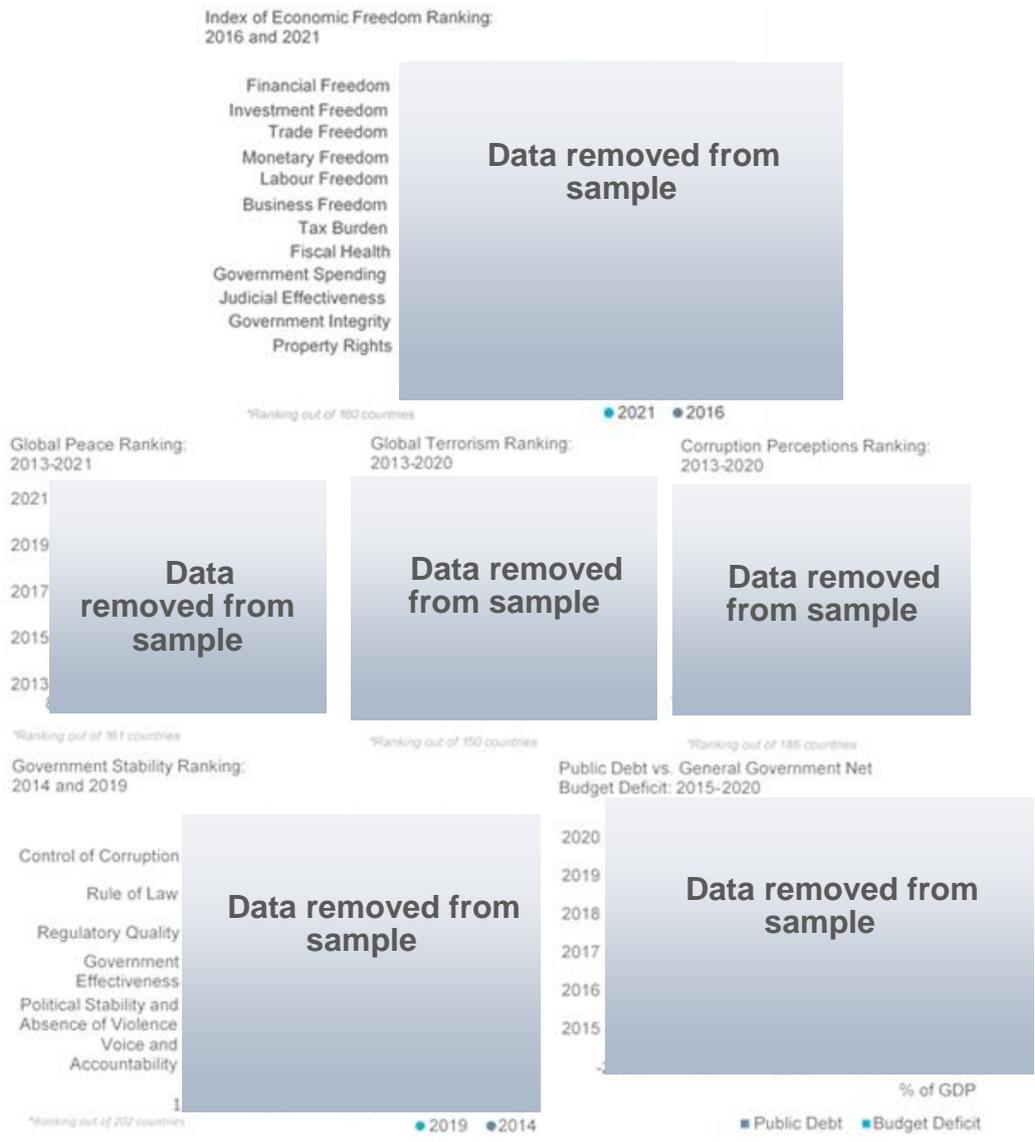
Summary 1 Political Environment Analysis in Guinea

Opportunities	Challenges



Source: Euromonitor International

Chart 2 Political Environment Dynamics in Guinea



Source: Euromonitor International from the Heritage Foundation/International Monetary Fund (IMF)/Government Finance Statistics (GFS)/Institute for Economics and Peace/Transparency International/World Bank/Eurostat/national statistics

ECONOMIC ENVIRONMENT

Summary 2 Economic Environment Analysis in Guinea

Opportunities

Challenges

Source: Euromonitor International

SOCIAL ENVIRONMENT

Summary 3 Social Environment Analysis in Guinea

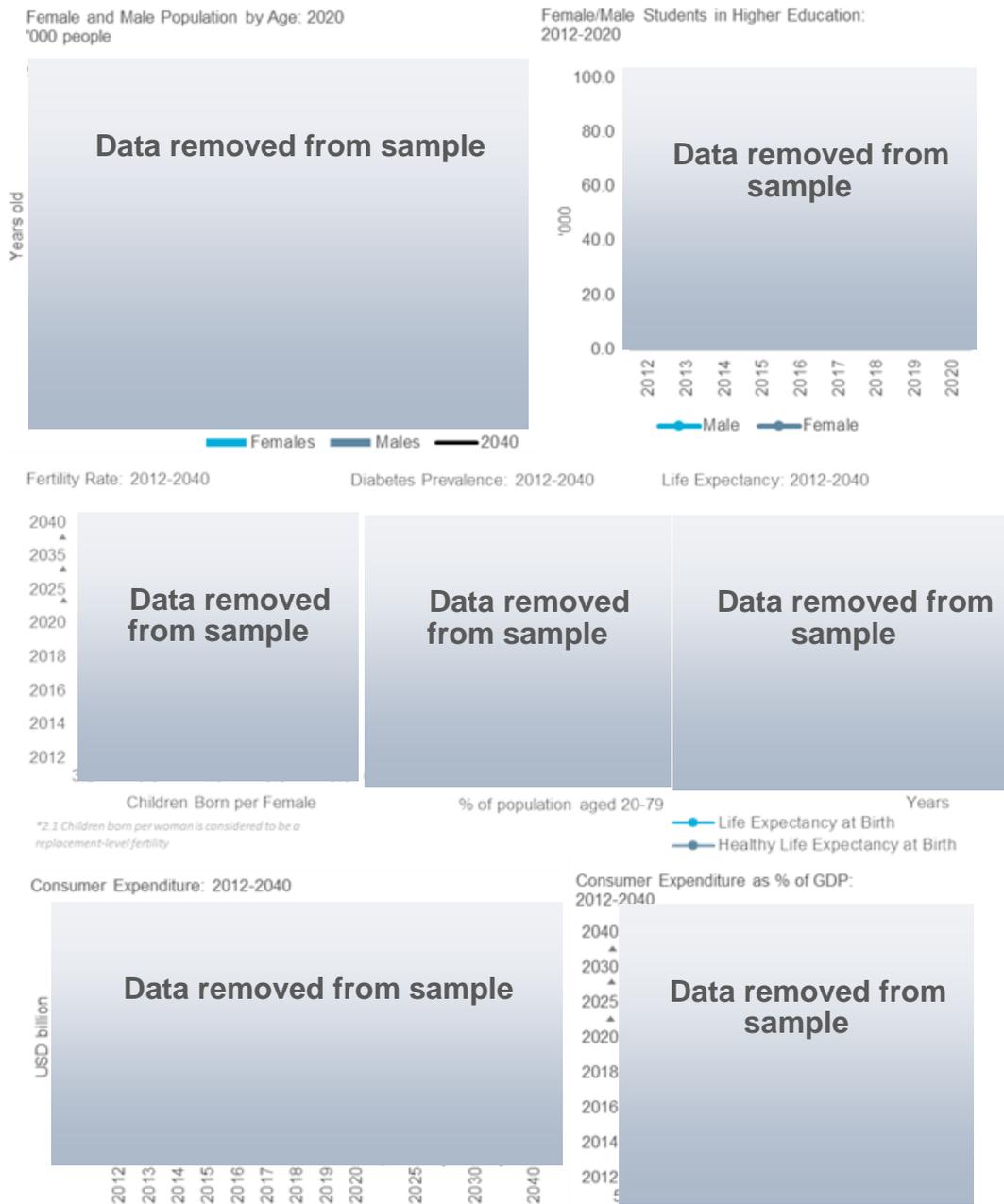
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Source: Euromonitor International

Chart 4 Social Environment Dynamics in Guinea



Source: Euromonitor International from United Nations (UN)/Eurostat/OECD/World Bank/International Diabetes Federation/national statistics

Note: Social classes present data referring to the number of individuals with a gross income A - over 200%, B - between 150% and 200%, C - between 100% and 150%, D - between 50.0% and 100%, E - less than 50.0% of an average gross income of all individuals aged 15+.

TECHNOLOGICAL ENVIRONMENT

Summary 4 Technological Environment Analysis in Guinea

Opportunities

Challenges

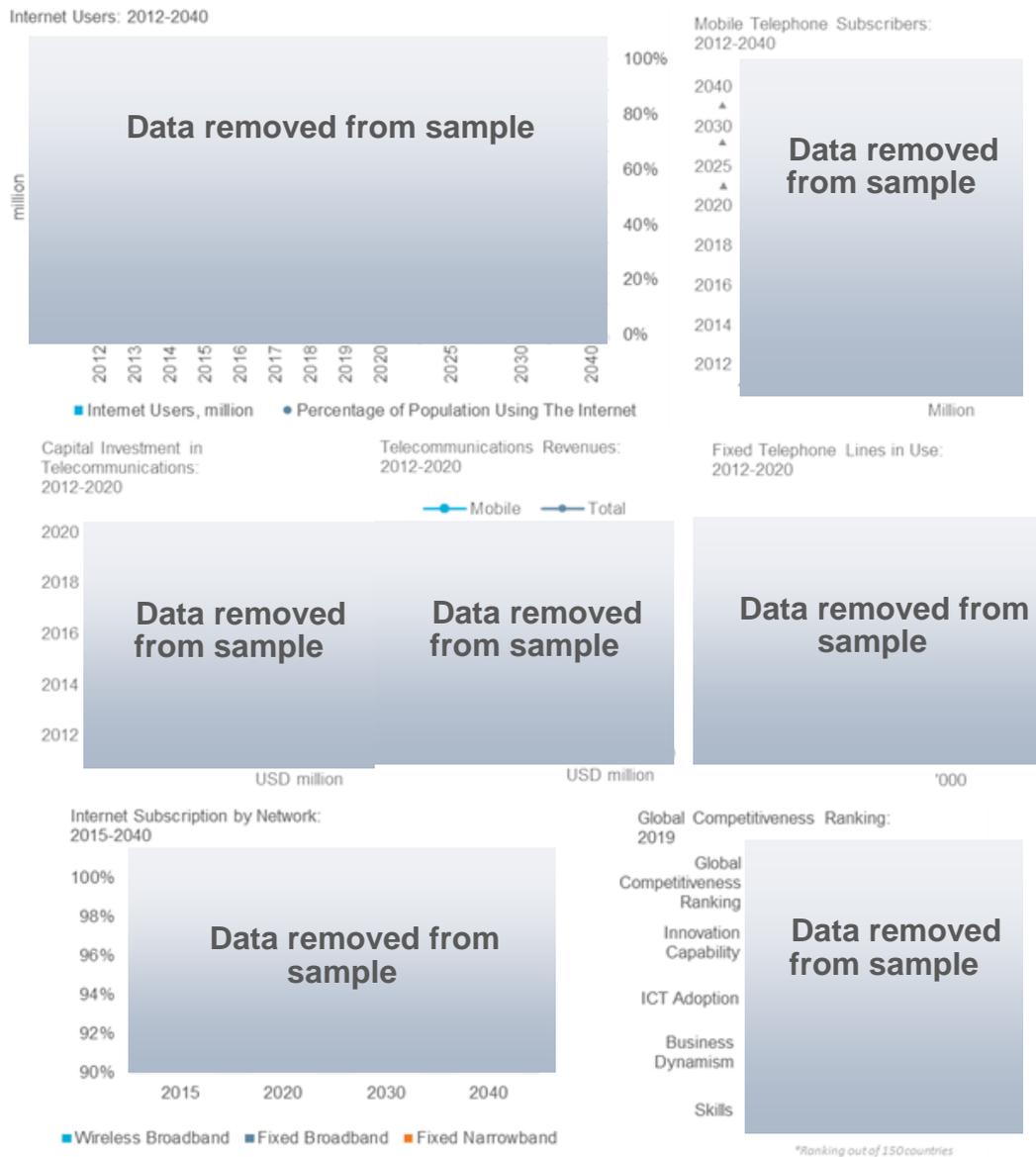
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Source: Euromonitor International

Chart 5 Technological Environment Dynamics in Guinea



Source: Euromonitor International from International Telecommunications Union (ITU)/Eurostat/OECD/UNESCO/World Economic Forum (WEF)/national statistics