

# Worldwide Consumer Market Model: Full Model

IDC's *Worldwide Consumer Market Model: Full Model* provides the most important demographic, technological, and commercial consumer internet metrics for worldwide, seven regions, and 51 countries. For each subject covered, it delivers both current numbers and a five-year forecast for a total of more than half a million data points. IDC's Worldwide Consumer Market Model: Full Model offers a detailed view of internet demographics, access devices and internet households, digital activities, and B2C ecommerce. Data is presented as totals and is broken down between mobile and desktop where applicable. Digital activity and ecommerce data in addition to spending on activities, goods, and services also include numbers on consumer cloud usage and the sharing economy.

## MARKETS AND TECHNOLOGIES COVERED

- Worldwide, seven regions, and 51 countries
- User numbers and internet access devices
- Household internet access penetration
- B2C ecommerce (desktop and mobile)
- Socioeconomic data
- Internet users
- Access devices and internet households
- Time spent online
- Digital activities (e.g., GenAI, content creation, video, gaming, and desktop/mobile)
- B2C ecommerce including the consumer cloud, gig economy, and sharing economy

## GEOGRAPHIC COVERAGE

- **Worldwide**
- **Seven regions:** North America, Latin America, Western Europe, Central and Eastern Europe, the Middle East and Africa, PRC, and Asia/Pacific
- **51 countries:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Iran, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Nigeria, Norway, Peru, the Philippines, Poland, Portugal, PRC, Romania, Russia, Saudi Arabia, Serbia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the United Kingdom, the United States, Venezuela, and Vietnam (the model also includes the rest of Asia/Pacific, the rest of Central and Eastern Europe, the rest of Latin America, and the rest of the Middle East and Africa)

## DATA DELIVERABLES

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

- Semiannual database release containing current market sizing, a five-year forecast, and historical numbers going back to 2016
- Published analysis on key market trends

## KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. Which activities drive the most spending?
2. Which are the segments in which regions are growing the fastest?
3. Which online activities offer the biggest revenue opportunity?