

# insights

MARKET  
INTELLIGENCE  
FOR YOU

ISSUE ONE

Welcome to the first issue of 'insights'.

This newsletter's aim is to alert you to interesting market insights that will increase your knowledge of the global marketplace. If you don't want to receive this newsletter in the future, or want it emailed to you, just drop me an email at [cathy@heath.co.nz](mailto:cathy@heath.co.nz), with either

## Website to Explore

FITA (Federation of International Trade Associations)  
<http://www.fita.org/>

This site has great information, such as business directories, market research, country profiles, and trade and economic statistics.

**HEATH** RESEARCH  
SERVICES  
LTD



## "Finding the surging middle class is now key to identifying vibrant markets"

The above headline grabbed my attention this week. It's taken from The New Zealand Farmers Weekly which was covering a speech by former New Zealand Prime Minister Jenny Shipley at the ASB Agribusiness conference in late May 2009.

Mrs Shipley's opinion on the recession was that economic recovery may take as long as the party that preceded it. However, if New Zealand can capitalise on the disposable income of a new international middle class, we will recover sooner from the recession.

Jenny Shipley used demographic information to demonstrate that there's a lot of the world's population that haven't been exposed to New Zealand's products.

Here's some figures and insight she shared.

- The average age in markets such as the Middle East and Africa is under 30 years. These markets are immature with a more solid, younger demographic than Western countries.
  - Africa's average per capita income figure is US\$2035 - higher per capita than China's.
  - Things aren't so bad in China though. The total expenditure for all households in China is expected to be US\$1418 billion - an increase of 6.5% from last year.
  - The average household income in Africa is US\$7139, compared to US\$384 in India.
  - She believes that Africa, with its population growth and middle-class emergence will rise, like Asia has in the past 40 years.
- Of the current 6.2 billion population, there's only one billion people in the developed world.

If her figures and assumptions are correct, then they certainly suggest that there are many new markets in the world to be explored with a view to having our products and services ready!



Heath Research Services finds desk research on competitors and markets. With this information, our clients can outsmart the competition, target sales, and win market share. To find out more, contact us on +64 6 843-3938 or [cathy@heath.co.nz](mailto:cathy@heath.co.nz). Our website is [www.heath.co.nz](http://www.heath.co.nz).

## About Heath Research Services

Heath Research Services finds information on just about any topic. Lately we've helped clients in the food, telecommunications, retail, pharmaceutical, and energy markets.

We are librarians by training, so we know where to look fast!

## Who does Heath Research Services help?

We have a special affinity for exporters, but will help any business, big or small, discover how a market, product or company operates here, or anywhere on the globe.

## Our clients get in touch with us because they are:

- Struggling to find market research to support the strategic development of their business.
- Discovering that a Google search is failing to answer their questions.
- Wanting to launch a new product or service overseas, but know little about the market there.
- Acknowledging they need some competitor research undertaken, so they can understand change in the marketplace.

## How our clients use the information we give them

Once we have found the market information our clients can:

- Target sales opportunities, rather than just relying on 'gut feeling'.
- Outsmart the competition by anticipating their moves, and
- Save money and time by receiving strategic information now, when they need it.

## Heath Research Services Market Intelligence Storytellers

We believe that good market information should tell a story.

Good stories include specific, authoritative and up-to-date information about the key players in the market, their history and foibles, power struggles, regulation, new suitors or technological advances.

Storytelling is a simple way of thinking about often quite complex market issues. However, the hardest part is usually defining what you want to know. The key question to ask is ...

**“What decisions are you supporting with this information?”.**

Market information is about minimising risk. It's about finding out about what your competitors are doing now, but more importantly, what they are likely to do in the future. It can suggest a course of action or warn of a potential problem.

## Access To World Class Market Information That Gives Our Clients The Edge

Heath Research Services have subscriptions to an enviable collection of information resources which are not available freely on the Web. These resources contain unique market insights, giving clients information that their competitors won't have.

**Factiva** - More than 20,000 news and journal publications from more than 159 countries in 22 languages, including more than 400 continuously updated newswires.

**Dialog** - A collection of 600 databases on every topic imaginable, with nearly 2 billion unique records of key information. Content on Dialog includes articles and reports from thousands of trade publications and business journals such as Harvard Business Review, MIT Sloan Management Review, The Economist, Advertising Age, Business Week, Time, Barron's and Newsweek.

**Profound** - Over 450,000 market research reports from 120 leading publishers such as Frost and Sullivan, Datamonitor, IBIS and Freedonia. There are 700 industry segments covered, from all over the globe, meaning our clients have world-wide competitive intelligence.