

## Market Audit and Economic Analysis

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High-level economic analysis &ndash; United Kingdom Introduction This analysis helps identifies the economic bases of selling products and services to companies and individuals in the United Kingdom.

Population Total Population  
60,776,238 (2007) (1) Growth  
0.275% based on the 2007 est. (1) Number of live births  
Total: 5.01 deaths/1,000 live births  
Male: 5.58 deaths/1,000 live births  
Female: 4.4 deaths/1,000 live births (1) Birthrates  
10.67 births/1,000 population (1) Distribution of population Age  
0-14 years: 17.2% (male 5,349,053/female 5,095,837)  
15-64 years: 67% (male 20,605,031/female 20,104,313)  
65 years and over: 15.8% (male 4,123,464/female 5,498,540) (1) Sex  
At birth: 1.05 male(s)/female  
under 15 years: 1.04 male(s)/female  
15-64 years: 1.025 male(s)/female  
65 years and over: 0.75 male(s)/female  
total population: 0.98 male(s)/female (1) Geographic area (urban, suburban, and rural density and concentration)  
Urban 89.7% 2005  
Rural 10.3% 2005 (2) Migration rates and patterns  
Asylum 1.522 per capita  
Foreign Population inflow 4.77821 thousand per 1 million p (3)  
2.17 migrant(s)/1,000 population (2007) (1) Ethnic groups  
white (of which English 83.6%, Scottish 8.6%, Welsh 4.9%, Northern Irish 2.9%) 92.1%, black 2%, Indian 1.8%, Pakistani 1.3%, mixed 1.2%, other 1.6% (2001 census) (1) [-pagebreak-] Economic statistics and activity  
Gross national product (GNP or GDP) Total  
\$2552.7 billion (2006 est.) (4) Rate of growth (real GNP or GDP)  
2.8% (2006 est.) (1) Personal income per capita  
\$31,800 (2006 est.) (1) Average family income  
Household income or consumption by percentage share:  
Lowest 10%: 2.1%  
Highest 10%: 28.5% (1999) (1) Distribution of wealth Income classes proportion of the population in each class  
36.8(1999) (1) Is the distribution distorted?  
Population below poverty line: 17% (2002) (1) Minerals and resources  
Agriculture:  
cereals, oilseed, potatoes, vegetables; cattle, sheep, poultry; fish (1)  
Resources:  
coal, petroleum, natural gas, iron ore, lead, zinc, gold, tin, limestone, salt, clay, chalk, gypsum, potash, silica sand, slate, arable land  
Industries:  
machine tools, electric power equipment, automation equipment, railroad equipment, shipbuilding, aircraft, motor vehicles and parts, electronics and communications equipment, metals, chemicals, coal, petroleum, paper and paper products, food processing, textiles, clothing, other consumer goods [-pagebreak-]

Surface transportation	Mode
Air, Rail, Road, Sea	Availability
Airports 471 (2006)	
Heliports 11 (2006)	
Railways: 16,567 Km	
Roadways: 388,008 (paved 388,008)	
Waterways: 3,200 Km (2003)	
449 ships 2006 (1)	Ports
Hound Point, Immingham, Milford Haven, Liverpool, London, Southampton, Sullom Voe, Teesport (1)	
Communication systems	Types
Phone main lines, mobile, Radio, TV, Internet (1)	Availability
Lines: 33.602 m	
Cellular: 69,657 m	
Radio broadcast: AM 219, FM 431, SW 3 (1998)	
TV broadcast: 228 (1995)	
Internet: hosts 6,065 m Users: 33.534 (2006) million (1)	Usage rates
Mobiles : 84.49 per 100 people	
TV per capita: 504.624 per 1,000 people (2)	Working conditions
Salaries and benefits	
National monthly minimum wage as of 01/01/2003: 1,105 euros	
Average wage for a employee in the manufacturing industry in 2003: 11.43 pounds by hour (ILO data) (4)	
Principal industries	What proportion of the GNP does each industry contribute?
Agriculture: 1%	
industry and mining: 26.3%	
services: 72.7% (2004 est.) (4)	Ratio of private to publicly owned industries
Private: 4.5m enterprises (17)	Foreign investment
Economic freedom 3.15	International trade statistics
Major exports:	Opportunities?
Oil, natural gas, Manufactured goods, fuels, chemicals; food, beverages, tobacco	
Dollar value	
468.8 billion (2006) (1)	Trends
Oil Production: 2.075 m bbl/day (2004)	
Oil Consumption: 1.827 m bbl/day (2004)	
Oil exports: 1.956 bbl/day (2004)	
gas Production: 95.97 billion cu m (2004)	
gas Consumption: 98.47 billion cu m (2004)	
gas exports: 9.8 billion cu m (2004) (1)	Major imports
manufactured goods, machinery, fuels; foodstuffs	Dollar value
\$ 603 billion (2006) (1)	Trends
Oil Imports: 1.654 bbl/day (2004)	
gas Imports: 12.3 billion cu m (2004) (1)	Balance-of-payments situation
Surplus or deficit	
\$-71.1 billion (2004) (4)	Exchange rates
multiple exchange rates	Single or
0.5493 (2005), 0.5462 (2004), 0.6125 (2003), 0.6672 (2002)	Current rate of exchange
British pounds per US dollar - 0.5418 (2006) (1)	Trade
restrictions	Embargoes
Economic freedom 3.15% (3)	

European Union: liberal foreign trade policy (4) Import Taxes  
 Goods and services 32.7%  
 Property: 11.9%  
 Worker: 29.7% (3)  
 Consumer expenditure VAT 17.5% (19) Licensing  
 12,781 (18) Customs duties  
 European Union Free circulation  
 Non European: 4.2% on general  
 Textile, clothing, food processing: 17.3% (4)  
 Motor fuel, alcohol, tobacco, betting and vehicles (1) Extent of economic activity not  
 included in cash income activities Counter trades Products generally offered  
 for counter trading  
 Arms, plans Types of counter trades requests (i.e. barter, counter purchase, etc.)  
 Barter Foreign aid received  
 None, ODA, \$10.7 billion (2005) (1) Labor force Size  
 31.1 million (2006) (1) Unemployment rates 2.9% (2006 est.) (1)  
 Inflation rates  
 3 % (2006) (1) [-pagebreak-] Developments in science and technology  
 Percentage of GNP invested in research and development  
 0.61 (3) Channels of distribution (macro analysis)  
 This section reports data on all channel middlemen available within the market. Later, you will select a specific  
 channel as part of your distribution strategy. Retailers Number of retailers  
 11% of all enterprises are in the retail business (20) Typical size of retail outlets  
 \$ 512 billion (2006) (20) Customary markup for various classes of goods  
 G () Methods of operation (Cash/Credit)  
 Cash / Credit Scale of operation (large/small)  
 6% of GDP (20) **References** CIA- The World Factbook &ndash;  
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