

The EGS GlobalVue™ General Country Ranking - September 2024 - '1' Is Best, "4" Is Worst

| Countries | Projected 2024 GDP Growth | Market Size (Customers) | Legal Concerns For Intl. Brands | Overall Ease Of Doing Business | Ease Of International Brand Entry | Ease Of Starting A New Business | Corruption Index (Transparency International) | Political & Economic Stability | Ease Of Finding New Investors In 2024-2025 | Overall Country Ranking Average |
|----------------------|---------------------------|-------------------------|---------------------------------|--------------------------------|-----------------------------------|---------------------------------|---|--------------------------------|--|---------------------------------|
| Spain | 2 | 1 | 2 | 1 | 1 | 2 | 1 | 1 | 2 | 1.4 |
| United Kingdom | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 1.4 |
| USA | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1.4 |
| France | 3 | 1 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1.7 |
| Australia | 3 | 3 | 3 | 1 | 2 | 1 | 1 | 1 | 1 | 1.8 |
| Canada | 3 | 2 | 2 | 1 | 2 | 1 | 1 | 1 | 3 | 1.8 |
| Ireland | 3 | 4 | 2 | 1 | 1 | 1 | 1 | 1 | 2 | 1.8 |
| Japan | 4 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 2 | 1.8 |
| Singapore | 2 | 4 | 1 | 1 | 3 | 1 | 1 | 1 | 2 | 1.8 |
| Indonesia | 1 | 1 | 2 | 2 | 2 | 2 | 3 | 2 | 2 | 1.9 |
| Netherlands | 4 | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1.9 |
| New Zealand | 4 | 4 | 1 | 1 | 1 | 1 | 1 | 1 | 3 | 1.9 |
| Philippines | 1 | 2 | 2 | 2 | 1 | 2 | 3 | 2 | 2 | 1.9 |
| Poland | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 1 | 3 | 1.9 |
| United Arab Emirates | 2 | 4 | 2 | 2 | 2 | 1 | 1 | 1 | 2 | 1.9 |
| Saudi Arabia | 3 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2.0 |
| Taiwan | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2.0 |
| Thailand | 2 | 2 | 2 | 1 | 2 | 1 | 3 | 2 | 3 | 2.0 |
| Chile | 3 | 3 | 2 | 2 | 2 | 2 | 1 | 2 | 2 | 2.1 |
| India | 1 | 1 | 3 | 3 | 2 | 3 | 2 | 2 | 2 | 2.1 |
| Italy | 4 | 2 | 2 | 2 | 2 | 2 | 2 | 1 | 2 | 2.1 |
| Panama | 2 | 4 | 2 | 2 | 1 | 1 | 3 | 2 | 2 | 2.1 |
| Sweden | 4 | 3 | 2 | 2 | 2 | 1 | 1 | 2 | 2 | 2.1 |
| Turkey | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 3 | 2 | 2.1 |
| Viet Nam | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2 | 2.1 |
| Czech Republic | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 1 | 3 | 2.2 |
| Dominican Republic | 2 | 3 | 2 | 2 | 1 | 3 | 3 | 2 | 2 | 2.2 |
| Germany | 4 | 1 | 2 | 2 | 3 | 3 | 1 | 1 | 3 | 2.2 |
| Israel | 4 | 4 | 1 | 1 | 2 | 1 | 1 | 3 | 3 | 2.2 |
| Mexico | 3 | 1 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2.2 |
| South Korea | 2 | 2 | 3 | 3 | 3 | 2 | 1 | 1 | 3 | 2.2 |
| China | 1 | 1 | 2 | 4 | 3 | 2 | 2 | 2 | 4 | 2.3 |
| Colombia | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2 | 2.3 |
| Malaysia | 1 | 2 | 3 | 3 | 3 | 3 | 1 | 2 | 3 | 2.3 |
| Hungary | 3 | 3 | 2 | 2 | 2 | 2 | 2 | 3 | 3 | 2.4 |
| Brazil | 3 | 1 | 2 | 3 | 3 | 3 | 3 | 2 | 3 | 2.6 |
| Egypt | 3 | 1 | 2 | 3 | 2 | 2 | 3 | 3 | 4 | 2.6 |
| Romania | 2 | 3 | 3 | 2 | 2 | 3 | 3 | 2 | 3 | 2.6 |
| Argentina | 4 | 2 | 2 | 3 | 2 | 3 | 2 | 3 | 4 | 2.8 |
| Pakistan | 3 | 2 | 2 | 3 | 2 | 2 | 3 | 4 | 4 | 2.8 |
| Peru | 2 | 3 | 2 | 2 | 2 | 3 | 3 | 4 | 4 | 2.8 |
| South Africa | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 4 | 4 | 3.1 |

Projected Country Rankings As Places To Do Business in May 2024: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking

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| Sources: Deloitte, the 'Economist', Economist Intelligence Unit, Stratfor, Caixin, Heritage Foundation, World Bank, World Economic Forum, Euromonitor, U.S. Commercial Service, Eules Hermes Risk Monitor, Our World In Data, Bloomberg, Council on Foreign Affairs, World Affairs, Caixin Global | |
| McKinsey & Co., Geopolitical Futures, Statista, Transparency International, Boston Consulting Group, Geopolitical Futures, Overseas Private Investment Corporation, the 'Financial Times', International Monetary Fund, 'Foreign Affairs', Visual Capitalist and the EGS' GlobalTeam™ covering 27 Countries | |
| Projected 2024 GDP Growth | 2024 GDP growth projections are an average of rankings from three sources. A 2021 GDP growth rate of 4%+ = 1, 2.5%-3.9% = 2, 1.0-2.4% = 3 and <1% = 4 |
| Market Size (Customers) | A measure of the middle, upper middle and upper class consumers in a country who could be customers at an international brand |
| Legal Concerns for Intl Brands | '1' means low intellectual property and legal risk. '4' means little chance of controlling the brand if there are problems and difficulty granting licenses in a country |
| Overall Ease of Doing Business | Where a country ranks as a place to do business on the 190 country Doing Business Index published by the World Bank |
| Ease of International Brand Entry | How open a country is to international brands |
| Ease of Starting A New Business | The steps to starting a new business, like a country license, and/or starting up a new retail or restaurant location varies widely from country to country. |
| Corruption Index | Transparency International Corruption Index. The larger the number the more corruption and the harder it is to do business |
| Country Political & Economic Stability | Stability of the political system, presence of democracy, level of regulation |
| Ease of Finding Investors in 2024-2024 | Ability to find investors willing to fund new projects in their country in 2024-2024 |
| Overall Country Ranking | Average of all factors |

Green countries are considered highest priority for new investment

Countries and parameters in red have substantially changed since the May 2024 ranking