The EGS GlobalVue™ - July 2026 - '1' Is Best, "4" Is Worst

Countries	Projected 2026 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 2026-2027	Overall Country Ranking Average
Spain	3	1	2	1	1	1	1	1	1	1.3
United Kingdom	3	1	1	1	1	1	1	2	1	1.3
USA	2	1	2	1	1	1	1	1	2	1.3
Japan	4	1	1	2	2	1	1	1	2	1.7
New Zealand	3	4	1	1	1	1	1	1	2	1.7
Singapore	2	4	1	1	2	1	1	1	2	1.7
Canada	3	2	2	1	2	1	1	1	3	1.8
Poland	2	2	2	2	2	1	2	1	2	1.8
United Arab Emirates	1	4	1	1	2	1	1	2	3	1.8
France	4	1	2	2	2	1	1	1	3	1.9
Indonesia	1	1	2	2	2	2	3	2	2	1.9
Ireland	3	4	2	1	1	1	1	1	3	1.9
Netherlands	3	3	2	1	2	1	1	1	3	1.9
Australia	3	3	3	1	3	1	1	1	2	2.0
Chile	3	3	2	2	2	1	2	1	2	2.0
Germany	4	1	2	2	3	1	1	1	3	2.0
Israel	2	4	1	1	2	1	1	3	3	2.0
Panama	1	4	2	2	1	1	3	2	2	2.0
Philippines	1	2	2	2	1	2	3	2	3	2.0
Saudi Arabia	1	2	2	2	2	2	2	2	3	2.0
Sweden	3	3	2	2	2	1	1	1	3	2.0
Viet Nam	1	2	2	2	2	2	3	2	2	2.0
China	1	1	2	3	3	2	3	2	2	2.1
Colombia	2	2	2	2	2	2	3	2	2	2.1
Czech Republic	3	3	2	2	2	1	2	1	3	2.1
Hungary	3	3	2	2	2	2	2	1	2	2.1
India	1	1	2	3	3	2	3	2	2	2.1
Italy	4	2	2	2	2	2	2	1	2	2.1
Mexico	3	1	2	2	2	2	3	2	2	2.1
Thailand	3	2	2	1	2	1	3	2	3	2.1
Turkey	2	2	2	2	2	1	3	2	3	2.1
Argentina	1	2	2	3	2	3	3	2	2	2.2
Taiwan	3	2	2	2	2	2	2	2	3	2.2
Egypt	1	1	2	3	2	2	3	3	4	2.3
Peru	2	3	2	2	2	2	3	2	3	2.3
Brazil	3	1	2	3	3	3	3	2	2	2.4
Malaysia	1	2	3	3	3	2	2	3	3	2.4
South Korea	3	2	3	3	3	2	2	2	2	2.4
South Africa	3	2	3	4	3	2	3	4	4	3.1

Projected Country Rankings As Places To Do Business in July 2026: 1 is best, 2.5 is fair, 4 is worst - Sorted on Overall Country Ranking

Projected 2026 GDP Growth	2026 GDP growth projections are an average of rankings from three sources. A projected 2026 GDP growth rate of 4%+ = 1, 2.5%-3.9% = 2, 1.0-2.4% = 3 and <1% = 4. The IMF is the primary source
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 aa 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 2026	Ability to find investors willing to fund new projects in their country in 2026
Overall Country Ranking	Overall country ranking as places to do business based on an average of all parameters

Countries in green rose up the ranking this quarter

Countries in red dropped down the ranking this quarter

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Contact us to get your specific company's country ranking chart

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