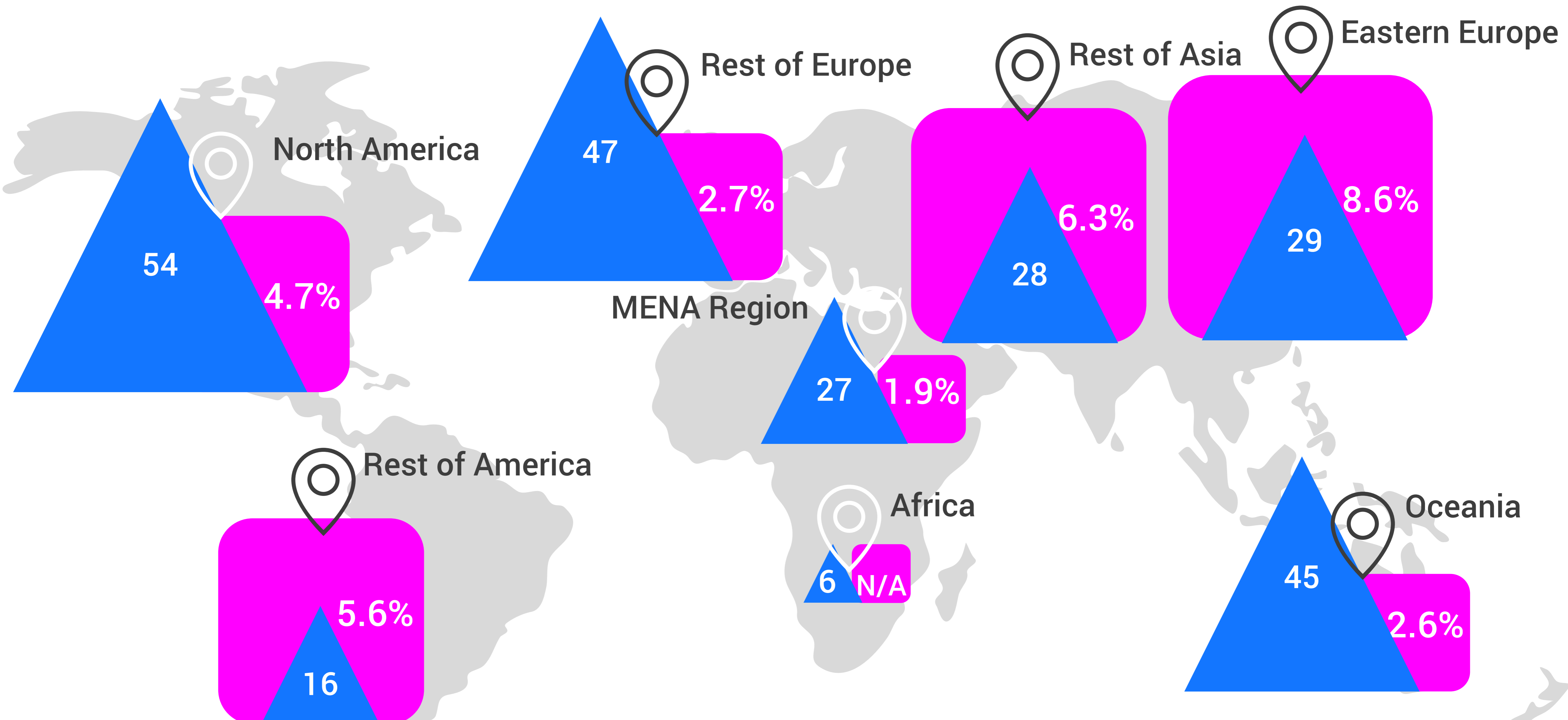


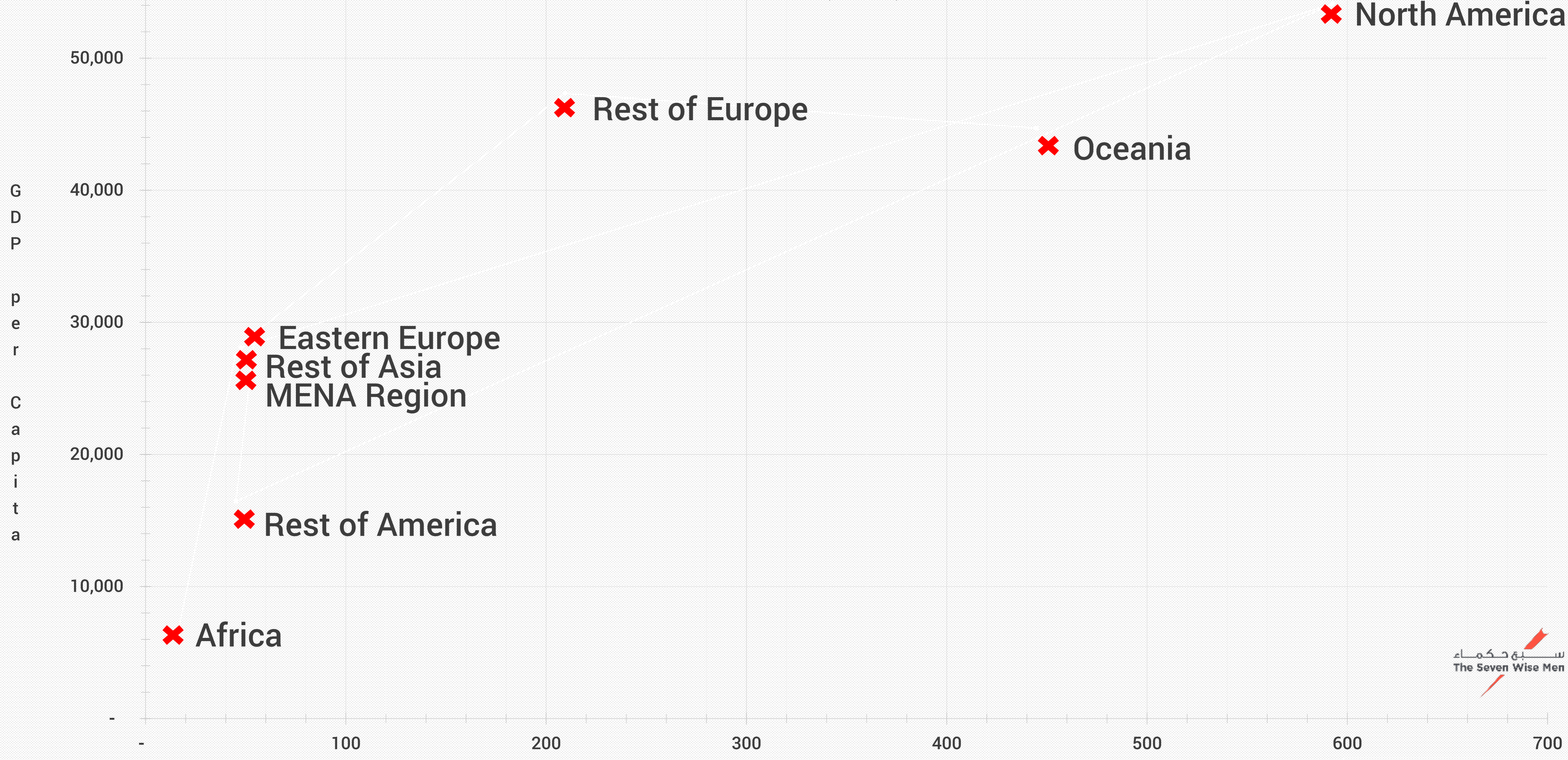
# GDP PER CAPITA AND GROWTH IN MARKETING SPEND AROUND THE WORLD



▲ GDP per Capita (USD 1,000)  
■ Average marketing spend annual growth

- Sources: The Seven Wise Men, Zenith Media; and the CIA Fact-book  
 - Average growth in annual ad spend: from 2012 to 2018

# TOTAL MARKETING SPEND PER CAPITA AND GDP PER CAPITA (USD)



## TOTAL MARKETING SPEND PER CAPITA AND GDP PER CAPITA (USD)

<b>Territory</b>	<b>Average Marketing spend per Capita</b>	<b>Average GDP per Capita</b>
<b>Africa</b>	16	6,220
<b>MENA</b>	45	27,500
<b>Rest of Asia</b>	47	28,087
<b>North America</b>	592	54,100
<b>Rest of America</b>	45	16,446
<b>Eastern Europe</b>	55	29,225
<b>Rest of Europe</b>	209	47,341
<b>Oceania</b>	445	44,700