

## Appendix A: Market Indicators of the EC

In this Appendix, we are providing you with a general overview of the European Community through selected market indicators. These statistics show the structure and size of the market, how fast it is growing, the distribution of consumer wealth and

retail sales growth, as well as sources of expenditure in the EC economy. As you determine the market potential for your company in the EC, and develop your marketing plan, you will need more detailed information on all facets of the market.

**Population: European Community (Selected Years)**  
(millions)

	Gre	UK	Fra	FRG	Ita	Por	Spa	Bel	Ire	Den	Neth	Lux	EEC
1950	7.57	50.62	41.74	49.99	46.77	8.41	28.01	8.64	2.96	4.27	10.11	0.30	259.39
1960	8.33	52.35	45.68	55.43	49.64	8.83	30.45	9.15	2.83	4.58	11.48	0.31	279.06
1965	8.55	54.18	48.76	59.01	51.99	8.78	32.06	9.46	2.88	4.76	12.29	0.33	293.05
1970	8.79	55.42	50.77	60.71	53.66	9.04	33.78	9.66	2.95	4.93	13.03	0.34	303.08
1975	9.05	55.9	52.79	61.83	55.4	9.43	35.6	9.79	3.18	5.06	13.65	0.36	312.04
1980	9.64	55.95	53.88	61.56	56.42	9.77	37.54	9.85	3.4	5.12	14.14	0.36	317.63
1985	9.93	56.62	55.17	61.02	57.13	10.16	38.5	9.86	3.55	5.11	14.48	0.37	321.90
1986	9.97	56.76	55.39	61.05	57.22	10.21	38.67	9.91	3.54	5.12	14.56	0.37	322.77
1987	9.99	56.93	55.63	61.17	57.35	10.25	38.83	9.92	3.54	5.13	14.66	0.37	323.77
1988	10.01	57.08	55.87	61.2	57.44	10.41	39.05	9.92	3.54	5.13	14.76	0.37	324.78

Source: OECD

**Real Gross Domestic Product Per Capita, 1988**  
(millions \$CDN)



Source: OECD