

EIU Viewpoint

We monitor the world to prepare you for what's ahead

Understand a country's political, policy and economic outlook with the world's best forward-looking analysis and data. Our award-winning expertise looks at global dynamics that impact your organisation, helping you to operate effectively and plan for the future.

Helping you to stay ahead

Unparalleled coverage

- Global, regional and country-level analysis for nearly 200 markets. 20,000 data series every month, led by our worldwide network of expert analysts and on the ground contributors.

Beating consensus

- With over 70 years of experience, we have a track record of making bold calls and getting them right.

360-degree view

- Our approach is unique; deliberately designed to intersect politics, policy and the economy, our methodology leads to a more nuanced perspective than simple number crunching.

Evidence-based insights

Our editorial team is fiercely independent and rightly so. This ensures you can trust our analysis and apply the insights it offers with confidence.

Choose the delivery channel that works best for you



API

Get the latest EIU data directly into your systems via our API for increased productivity and faster decisionmaking.



Website



Data feeds

Get flat delimited files sent to you. With easy setup and multiple file formats, use EIU data alongside your own data or other sources.



Content licensing

Become a content licensing partner and grant your customers access to industry-leading economic and political research.

What's included?

Global and regional outlook spanning politics, economics and market-moving topics

Daily insights on the developments that impact the future outlook

Executive summaries of country forecasts over the medium-term outlook

Medium-term country forecasts on ~200 countries' political and economic landscape

Long-term country forecasts on the structural trends shaping ~80 major economies

Industry analysis on the outlook for 26 sectors in ~ 70markets

Commodity forecasts on supply, demand and prices of 25critical goods

Macroeconomic data on forecasts, as well ashistoric trends

Industry data on demand and supply of key goods, now and in the future

Proprietary ratings on the business environment

Thematic analysis of the cross-cutting issues that our experts expect to shape the global outlook

Our trusted information, the way you want it



Intelligent search function
making relevant content easily discoverable.



Bespoke alerts with the most critical analysis delivered directly to your inbox.



Downloadable data that can be incorporated into your own models, reports or presentations.

Coverage

EIU Viewpoint covers nearly 200 countries and 26 industrial sectors around the world.



Who uses this service?

The world's leading organisations rely on EIU Viewpoint to keep them informed about the world and what it will look like tomorrow. This service is used by a variety of departments and is applicable within a range of sectors, industries and organisations that have an international focus.



Financial institutions

- Monitor political and economic developments that could affect investments
- Find the next investment opportunity by assessing macro insights for a range of countries
- Anticipate future risks that can have an impact on your assets
- Form your independent view and inform stakeholders ahead of time



Corporations

- Analyse and manage threats to your operations
- Optimise supply chains and anticipate disruptions
- Assess new markets and identify the best ones to do business in
- Monitor international developments and macro-economic indicators



Governments

- Identify the best next country to develop trade relations with
- Compare business operating environments and pinpoint trade growth
- Navigate complex foreign affairs dynamics
- Anticipate the impact of changes in policy



Academic Institutions






- Access comparable worldwide economic data
 - Develop students' practical skills and prepare them for their careers
 - Inform students and academics on events that are reshaping our world
 - Manage learning resources and budgets more efficiently
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EIU Viewpoint is our forward-looking analysis and data platform, spanning the near and long-term horizon. It covers the political, policy and economic outlook for nearly 200 countries and 26 sectors across six major industries, focusing on dynamics that could have an impact on your organization. This subscription service provides regional and global analysis, actionable insights, data and in-person interactions. Our international team of experts can tell you what matters and why, helping you to operate effectively and plan for the future.

Service features

-  **Global and regional outlook**
Released monthly, a comprehensive analysis of our macroeconomic, political, and policy views and assumptions, including the key risk scenarios to our central forecasts.
-  **Daily insights**
Latest analysis spanning politics, economics and market-moving topics across ~200 countries and 26 sectors. Includes event-driven analysis and important data releases.
-  **Thematic analysis**
Unrivalled insight into cross-cutting issues that our experts expect to shape the global Outlook.
-  **Medium-term country forecasts**
Comprehensive analysis of ~200 countries' political and economic landscape, based on a medium and long-term horizon.
-  **Long-term country forecasts**
Updated quarterly, comprehensive economic, political, and policy analysis of key structural trends out to 2050 that will impact the business environment for ~80 major economies.
-  **Proprietary ratings of the business environment**
Forward-looking assessment of the business environment by country and the impact of climate change.
-  **Macroeconomic data & forecasts**
Customisable data channel with up to 1200 economic and industry variables and 49 regional aggregates. Historical annual data series start from 1980 and then from 1993 for monthly and quarterly series, with forecasts out to 2050.
-  **Commodity forecasts**
Updated monthly, 2-year forecasts on the supply, demand and prices of 40 critical goods. Includes country and regional analysis to frame these forecasts within the broader global economic picture.
-  **Industry analysis**
Released quarterly, 5-year forecasts for 26 sectors in ~70 countries, which cover 95% of world output. The outlook for each industry sector is accompanied by news and analysis of key companies. Industries coverage includes Automotive, Consumer Goods, Energy, Financial Services, Healthcare, and Telecommunications.
-  **Special content and presentations**
Access to exclusive webinar presentations, newsletters and reports covering a range of global and regional themes.

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