

MADE-IN-COUNTRY-INDEX (MICI) 2017

Country Brands in global Comparison

Preface

Made-In-Country Index (MICI) 2017

The “Made in” label was originally introduced by the Britons at the end of the 19th century to mark goods and protect their market from cheap imports and brazen product copies from Germany.¹ It is no secret that this perception of the label changed rather quickly and “Made in Germany” became a seal of quality – also due to the German economic miracle of the 1950s.

Today – never was the volume of international goods transport higher than during this decade² – the meaning of the label is more important than ever, and it represents a bundle of perceived product attributes, ranging from fair production to excellent design to great value for money.

For this reason, Statista has developed the Made-In-Country Index. This global survey allows for a reliable definition of standard value for brand strength in different countries and a transparent evaluation of the value of labels.

In cooperation with Dalia Research, we surveyed 43,034 consumers worldwide. The countries included in this sample represent 90 percent of the global population.

The data we retrieved confirms numerous clichés: Swiss luxury products are internationally regarded as status symbols – more than any other. Products from China convey an image of great value for money in combination with state-of-the-art technology.

However, there were also a lot of surprises: it is becoming apparent that the history of the “Made in Germany” label repeats itself with the “Made in EU” label, which was introduced in 2003 by the European Commission, and many insinuate that it is used by countries with a less than perfect image to boost their products on the international markets. In fact, “Made in EU” comes in third in our global ranking. Made in EU does not come across as a forced upgrade, but rather represents short transportation routes, fair working conditions, and, last but not least, high quality.

It is also quite obvious that political and social upheavals have an effect on the image of producing countries: image values of Turkey, the United States and Greece paint a clear picture.

This data and more can be found in full detail in our comprehensive report on the study. I hope you enjoy reading it and wish you many exciting insights.



Nicolas Loose

Head of Market Research | Strategic Market Insights

1: <http://www.spiegel.de/einestages/made-in-germany-vom-stigma-zum-qualitaetssiegel-a-947688.html>

2: <http://unctadstat.unctad.org/EN/Index.html>

The Made-In-Country Index 2017: Representative of 90% of the global population

Methodology

- ▶ The Made-In Country Index is an index for the reputation of products from various countries all over the world. It was conducted in 2017 for 49 countries and the European Union.
- ▶ On behalf of Statista, Dalia Research surveyed 43,034 people from 52 countries on their perception of products from the various countries of origin.
- ▶ Each respondent assessed three different countries. Each country was assessed by at least 2,500 people. In total, we retrieved 129,102 individual assessments.
- ▶ Additionally, the study includes perceived changes of the image of the various countries over the last 12 months as well as product attributes associated with products from these countries.
- ▶ The data was collected between December 2016 and January 2017 in a global online survey. You can find the complete study on www.statista.com.

On many products you can find a label stating where the product was made. How do you feel about products labeled "Made in Israel"?

How has your perception of Israel changed over the last 12 months?

Which attributes do you associate with products made in Israel?

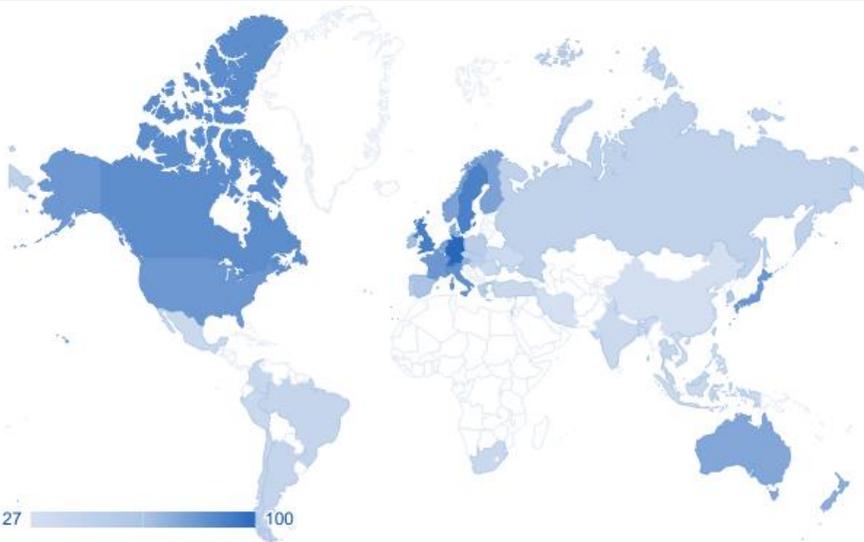
Survey conducted by:

Dalia

Germany tops Made-In-Country Index ranking – Switzerland and the EU are runners-up

Overall Ranking – Top 15 (2017)

- ▶ The global ranking of the Made-In-Country Index shows how positively products “Made in...” are perceived respectively.
- ▶ The index is calculated using the average weighted share of positive assessments reached by each country. An index score of 100 equals the first place in the ranking.

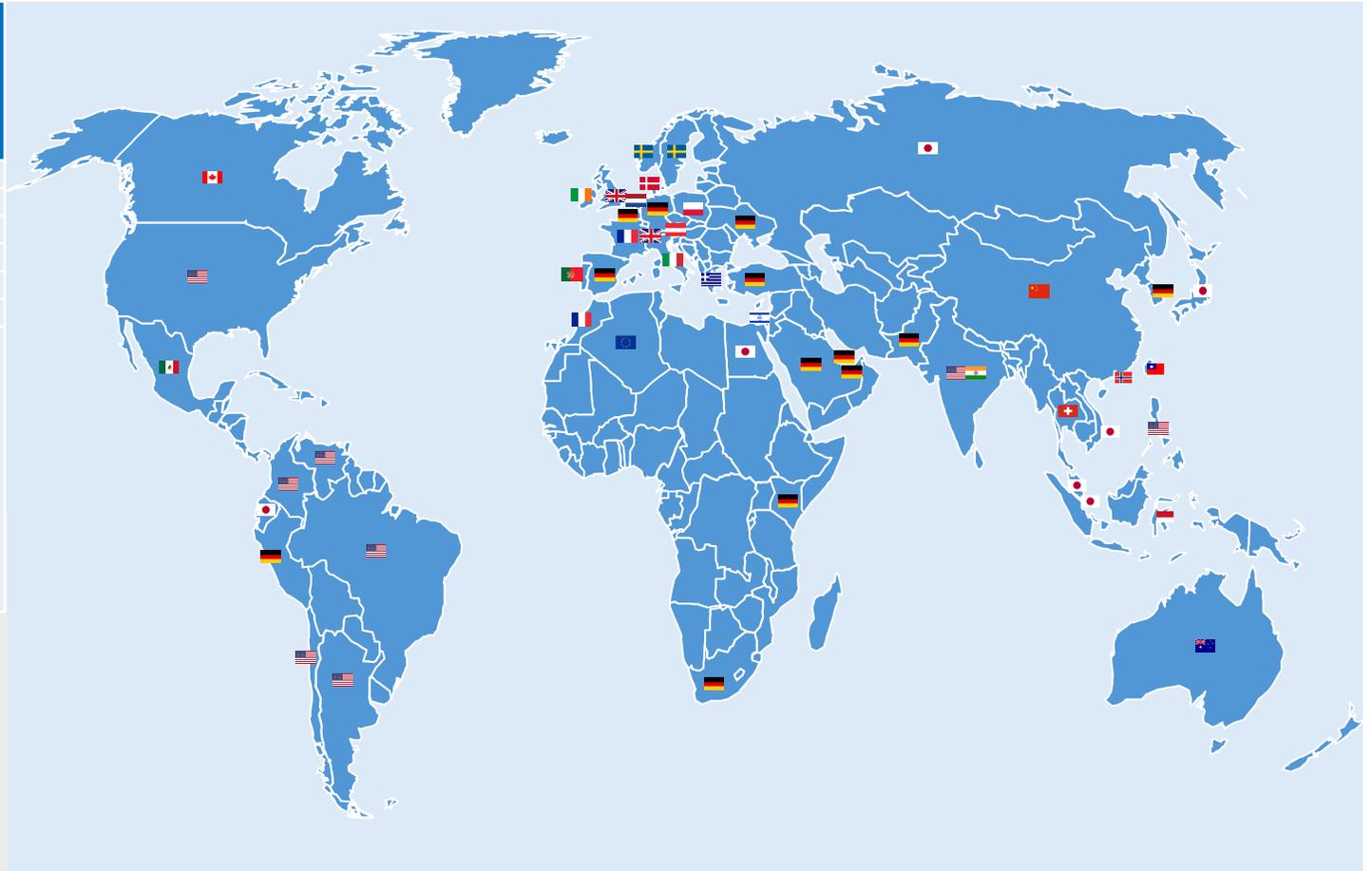


Rank	Country	Index
1	Germany	100
2	Switzerland	98
3	European Union	92
4	United Kingdom	91
5	Sweden	90
6	Canada	85
7	Italy	84
8	Japan	81
8	France	81
8	USA	81
11	Finland	77
11	Norway	77
13	Netherlands	76
14	Australia	75
15	New Zealand	73
15	Denmark	73
20	Spain	64
30	Argentina	42
42	India	36
49	China	28

Germany's image as a country of manufacture ranks No. 1 in 13 out of 52 countries

Highest-Ranking Country by Respondents' Countries of Origin

Country	Total number of received number-one rankings worldwide (out of 52 ¹)
Germany	13
USA	8
Japan	7
France	2
Sweden	2
United Kingdom	2
Australia, Austria, Canada, China, Denmark, EU, Greece, India, Indonesia, Ireland, Israel, Italy, Mexico, Netherlands, Norway, Poland, Portugal, Switzerland, Taiwan	1 each



› The map shows which country was ranked first (flags) by each of the 52 countries that were covered during the fieldwork (position on the map).

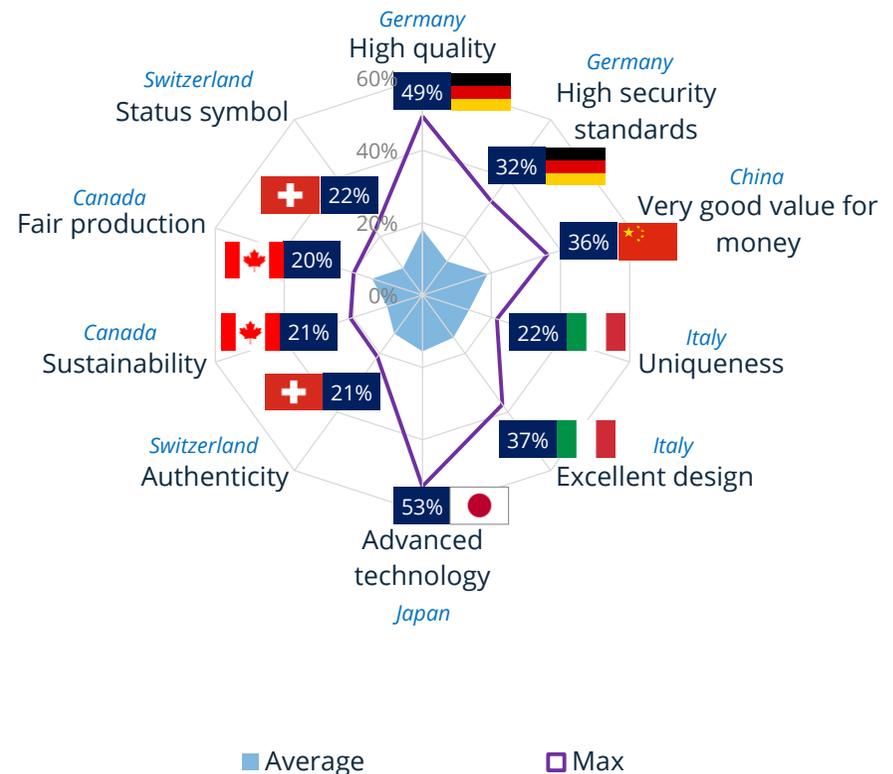
1: India and USA share first place in India, therefore the sum of number-one rankings is 53.

German Products stand for Quality, Japanese Products for Advanced Technology

Perceived Product Attributes

› Which attributes do you associate with products from ..?

- › **Products from Germany** are most often associated with the attributes of high quality (49%) and high security standards (32%) in the global comparison.
- › **Products from China** are most often associated with a very good price-performance ratio (36%)
- › **Products from Italy** get top marks for uniqueness and excellent design
- › **Products from Japan** are associated with the attribute of advanced technology by 53% of respondents. This is the highest score for any country in the survey.
- › **Products from Switzerland** are top of the list when it comes to authenticity (21%) and being a status symbol (22%).
- › **Products from Canada** are leading the pack in terms of sustainability (21%) and fair production (20%).



Reading support: This chart shows that 49% of all respondents who were asked to judge Germany associate high quality with products from Germany.

Canada, Japan and Australia experience the most significant positive change in their images

Change in country image perception – Top 10

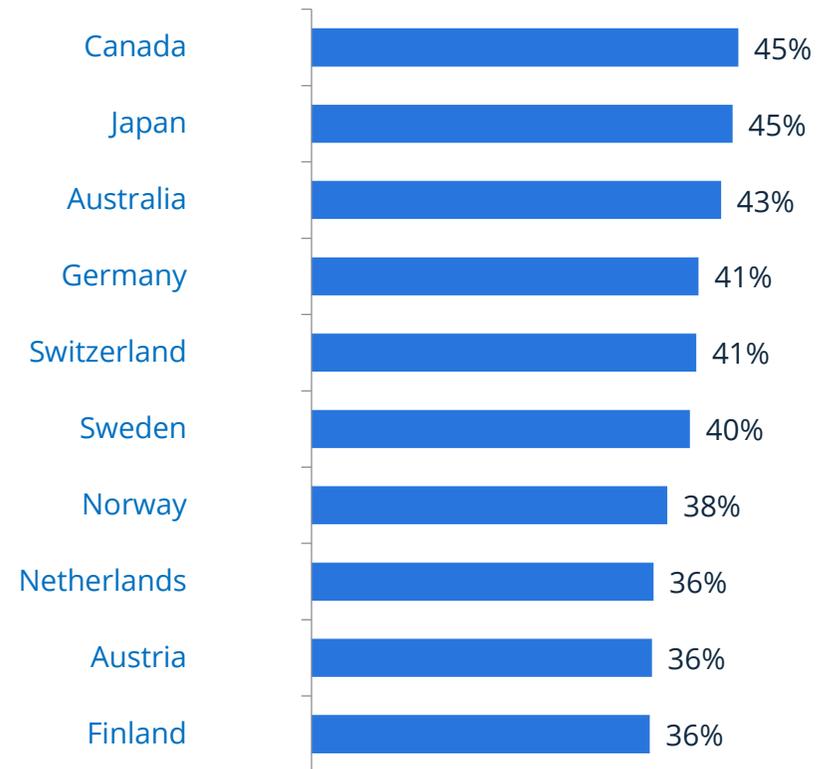
The chart shows respondents' answers to the following question: "How has your perception of the following countries or regions, respectively, changed over the last 12 months?".

The value and ranking are based on the net share of positive assessments (top 2 minus bottom 2, five-step scale).

- › **Canada** (45%), **Japan** (45%), and **Australia** (43%) lead the global ranking with regard to the net share of positive image perception changes.
- › **Germany** (41%) ranks fourth.
- › Five out of the ten countries with the most significant positive image perception changes globally are EU member countries.

Reading support: The net value of +45% is the result of subtracting the share of respondents whose image of Canada has suffered somewhat/much over the past 12 months from the share of respondents whose image of Canada has somewhat/much improved. Canada therefore ranks first out of 50 and leads the ranking of the countries with the greatest number of positive changes.

Change in country image perception over the past 12 months (net values in percent)
(positive changes minus negative changes)



The chart depicts respondents' answers to the following question: "How has your perception of the following countries or regions, respectively, changed over the last 12 months?". Respondents answered using a five-step scale from "has strongly improved" to "has worsened considerably" for their answers.

Source: MADE-IN-COUNTRY INDEX (MICI) 2017, <https://statista.com/page/Made-In-Country-Index>

Turkey, Israel, and Iran experience the most significant negative change in their images

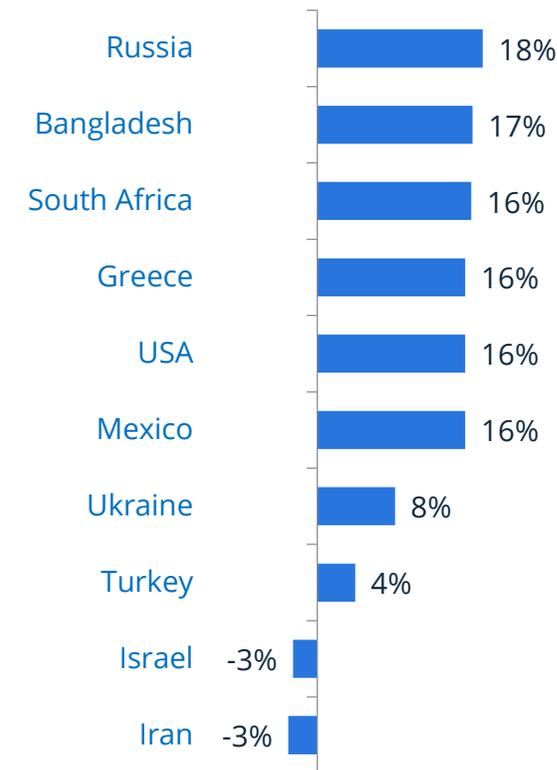
Change in country image perception – Bottom 10

The chart shows respondents' answers to the following question: "How has your perception of the following countries or regions, respectively, changed over the last 12 months?".

The value and ranking are based on the net share of positive assessments (top 2 minus bottom 2, five-step scale).

- › **Iran** (-3%) and **Israel** (-3%) experience the least positive (i.e. negative) change.
- › The two superpowers **USA** and **Russia** are also among the ten countries that showed the least positive development of image perception.

Change in country image perception over the past 12 months (net values in percent)
(positive changes minus negative changes)



Reading support: The net value of +18% is the result of subtracting the share of respondents whose image of Russia has suffered somewhat/much over the past 12 months from the share of respondents whose image of Russia has somewhat/much improved. Russia therefore ranks 41st out of 50 and is among the ten countries with the smallest number of positive net changes.

Apart from Switzerland and Germany, no other label is better than “Made in EU”

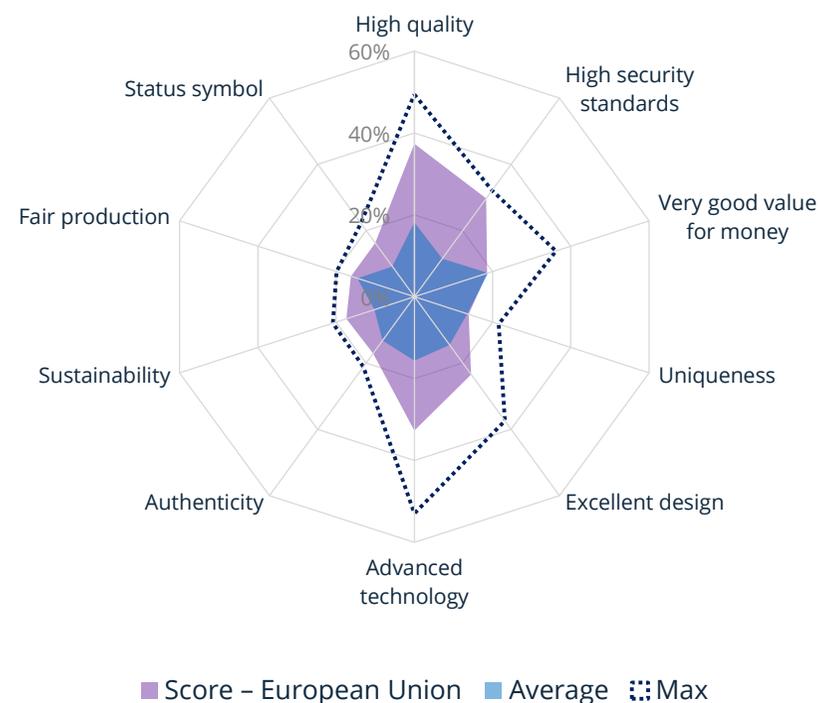
Country profile – European Union

Example

Made-In-Country Index

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1.	Germany	100
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3.	European Union	92
4.	United Kingdom	91
5.	Sweden	90
6.	Canada	85
7.	Italy	84
8.	Japan	81
8.	France	81
8.	USA	81

Product attributes



Reading support: The chart shows respondents' answers to the following question: "Which product features do you associate with a product from...?". 37% of respondents, for example, associate "high quality" with products from the EU.

Reading support: The European Union is placed third with an average Made-In-Country Index score of 92.

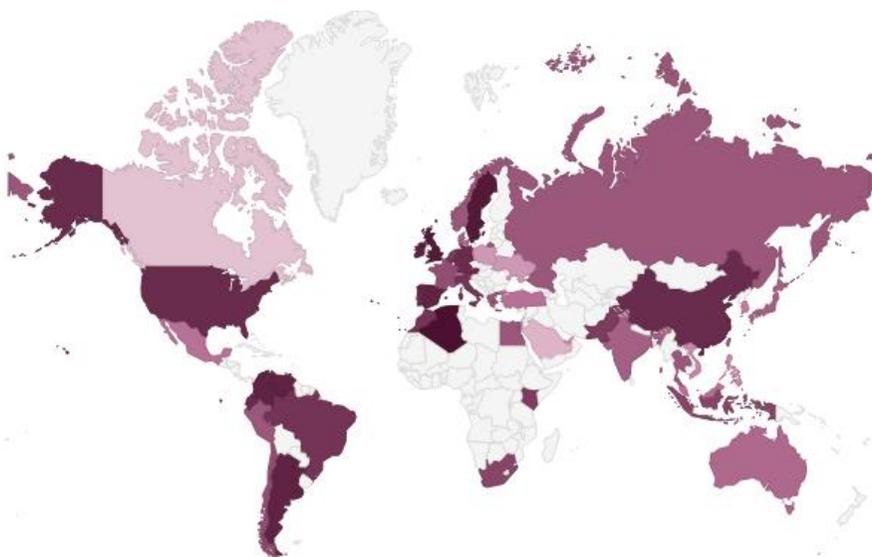
Not just in South America: European products have a very good reputation worldwide

Country profile – European Union

Example

Top 10: “Made in European Union” is strongest in these countries

Country	Rank
Algeria	1
Sweden	2
United Kingdom	2
Argentina	3
Columbia	3
Ireland	3
Spain	3
Venezuela	3
Austria	4
Bahrain	4



Summary

- › “Made in EU” or “Made in the EU” has an index score of 92 putting it at place three worldwide.
- › European products enjoy an above-average reputation with regard to all product attributes. Quality, technology and high safety standards are especially well-rated.
- › “Made in EU” products are highly regarded outside the European Union in particular (e.g. in South America).
- › The European Union was ranked lowest by Canada (rank: 23) and Hong Kong (rank: 25).

Reading support: The European Union is given the highest rank by Algeria (rank: 1). The lowest rank given to the European Union was in Hong Kong (rank: 25).

Big in Japan: land of the rising sun stands in 8th place

Country profile – Japan

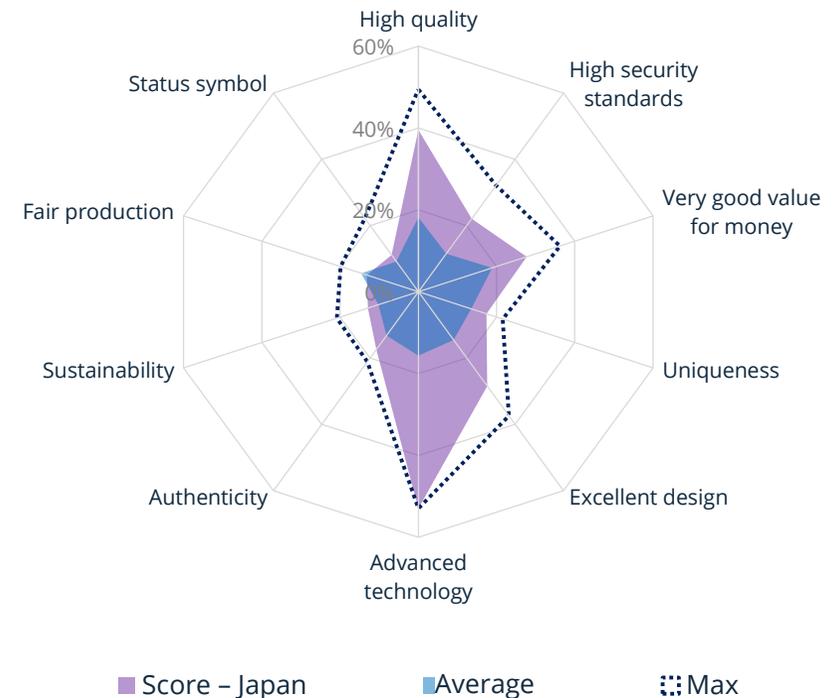
Example

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7.	Italy	84
8.	Japan	81
8.	France	81
8.	USA	81

Reading support: Japan takes 8th place with a Made-In-Country Index score of 81.

Product attributes



Reading support: This chart depicts respondents' answers to the question "Which attributes do you associate with products from ...?". For instance, 39% of respondents associate "high quality" with products from Japan.

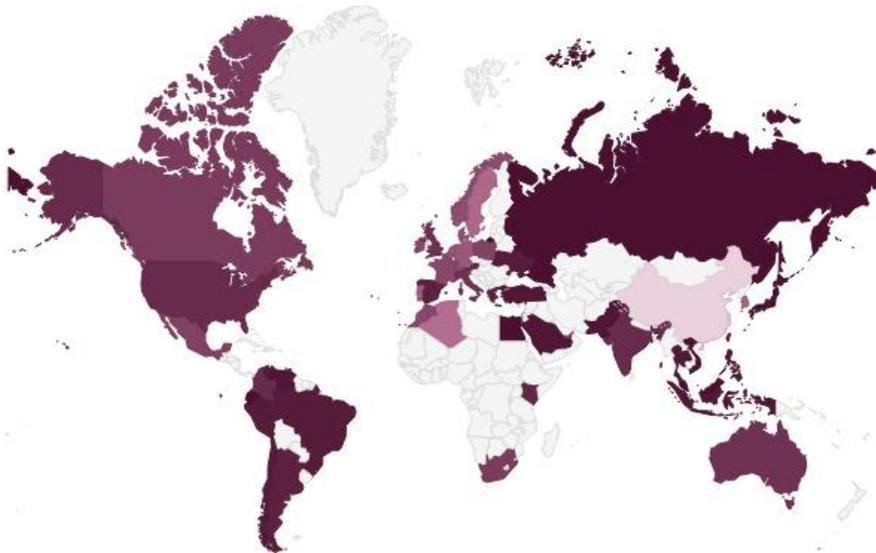
Japanese products stand for highest quality and technological innovation

Country profile – Japan

Example

Top 10: “Made in Japan” is strongest in these countries

Country	Rank
Ecuador	1
Egypt	1
Japan	1
Malaysia	1
Russia	1
Singapore	1
Vietnam	1
Indonesia	2
Pakistan	2
Philippines	2



Reading support: Japan is ranked highest by Ecuador, five other countries, and Japan itself (rank: 1 in each country). Its lowest ranking comes from China (rank: 40).

Summary

- › Altogether, “Made in Japan” is placed 8th in the world with an index score of 81, sharing the position with “Made in France” and “Made in USA”
- › Not only Japan likes Japanese products best: Overall, products “Made in Japan” are ranked first, second, or third in 17 more countries
- › Products from Japan stand for very high quality, the most advanced technology, and a good price-performance ratio
- › Japan receives high scores on these attributes from all over the world
- › China is the great exception here, though, as it ranks Japanese products fairly low.

The MICI Report 2017 is a free feature of our Corporate and Enterprise Accounts

Made-In-Country Index 2017 features

Overall ranking

- › The overall ranking based on the Made-In-Country Index
- › 49 countries plus European Union

Change in country image perception

- › Change in country image perception over the last 12 months
- › – Top 10 plus the overall ranking

Perceived product attributes

- › Quality, security standards, value for money, uniqueness, design, advanced technology, authenticity, sustainability, fair production, status symbol
- › Top 10 plus the overall ranking for each product attribute

Country profiles

- › Detailed profile on each country

Sample

- › 43,034 respondents from 52 countries
- › Each country was assessed by at least 2,500 people

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