

Exercise: Important parameters for the estimation of market potentials



Inhabitants of Germany	84,3 Mio. (2022 Statistisches Bundesamt)
Inhabitants of Bavaria	13,36 Mio. (2022, Bayerisches Landesamt für Statistik)
Inhabitants of the EU	446,8 Mio. (2022, Statistisches Bundesamt)
Inhabitants of Europe	751,41 Mio. (2023, Countrymeters.info)
Inhabitants of the US	338,3 Mio. (2022, Statista)
Inhabitants of China	1.459,9 Mio. (2023, Countrymeters.info)
Inhabitants of India	1.428,3 Mio. (2023, Countrymeters.info)
Exchange rate EUR/Dollar	1,00 € = 1,06848 \$ (21.02.2022, oanda.de)
NAFTA – Number of inhabitants	496,84 Mio. (laenderdaten.info)
ASEAN-China free trade area inhabitants	679,8 Mio (2023, Statista)
Average income Germany	49.200 € (2022, Wirtschaftswoche)
Average income USA	69.021 \$ (2021, census.gov)
Average income China	106.837 CNY (2021, Statista)
Number of households Germany	41 Mio. (2022, Statistisches Bundesamt)
Number of countries worldwide	195 (2022, United Nations)