# Euromonitor International opens its first office in Eastern Europe

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On July 4, global market analyst, Euromonitor International opens its first office in Eastern Europe, located in the historic old town of Vilnius, Lithuania.

Euromonitorâ€™s new Vilnius office demonstrates the companyâ€™s plans to extend the scope of its existing research programme in Eastern Europe. At the same time, the new office, with its sales and consulting divisions, will allow Euromonitor to respond immediately to the market analysis needs of Eastern European-based businesses.

Robert Senior, Executive Chairman, Euromonitor International comments, "Almost half a billion people live in Eastern Europe in 28 countries, many expanding rapidly. Consumer spending has risen by over 80% in the last five years. Consumer market potential in the region is often overlooked. Through a new office in Vilnius, Euromonitor International will be expanding its research presence across the region."

Euromonitor International, which provides strategic market solutions to the worldâ€™s leading consumer goods manufacturers, suppliers and retailers, already reports on all major consumer markets in Eastern Europe, carrying out in-depth, on-the-ground research in Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia and Ukraine. The new Vilnius office will provide Euromonitor International with direct access to key markets in the Eastern European, Baltic and Scandinavian regions.

"Euromonitor International has been a global leader in market intelligence for over thirty years" adds Executive Chairman, Robert Senior. "As a growing economy in the EU, Lithuania has the pool of talent which we need to develop our Eastern European business".

Euromonitor Internationalâ€™s Vilnius office will complement the companyâ€™s London-based headquarters and existing regional offices in Chicago, Singapore and Shanghai. The new office will have a team of research analysts and client-focused personnel available to respond to all enquiries and requests for business intelligence.

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About Euromonitor

Euromonitor International is the worldâ€™s leading provider of global consumer market intelligence and has been publishing research on international markets for over 32 years.

With more than 600 analysts and consultants world-wide, Euromonitor International has an unrivalled research network specialising in global consumer markets and service industries. The Company's in-house Consultancy division also undertakes bespoke research projects on all sectors, including industrial, business to business and high-tech industries. Euromonitor International produces hundreds of new reports each year, which are published in a variety of formats to suit all client needs, from award-winning online databases to market reports and statistical reference books. Euromonitor's clients range from leading manufacturer's, retailers and suppliers of consumer goods, to international investment banks, management consultancies, advertising agencies and students at top business schools world-wide. Â Please visit Euromonitor International  for more information