Global consumers in italy

Sociology

In 2003, there were the first signs of recovery, which were later confirmed in the year 2004, and it became a solid movement in early 2005. Once the slump was over the Italian machine tool industry started to run smoothly confirming the positive trends.

This was an important sign; first being because of the trend in the machine tool sector, which was a good sign in the interest of the industry as a whole in the new investment sector. This indicator measures business brightness, the development objectives measured are achievable and the motivation to assemble the financial resources by increasing the risk capital. Another reason is the nature of this sector. With a 4 billion turnover and over more than 35000 jobs, this industry is one of the most important in the world along with the United States, Taiwan, Japan, and Germany. The major reason for it is because of its size and the percentage of the products exported.

The Italian brands in the US Market hold a place of domination, making many of them the international benchmarks. This fully validates the tendency of the Italian exports in the sector, which are intended above all in Europe (around 50% of the total, headed by Germany, France, and Spain) to North America (with the United States leading). Italian exotic sports cars are also dominating the US market. Food items such as pizza and pasta are also playing a major part in it.

Conclusion

Italy possesses an increasing commercial expansion in the United States, generally because of the high regard for " Made in Italy" products. Italy is the 10th largest supplier with a balance of 1. 4billion dollars, while the United States is Italy's third-largest market outlet with exports of 25. 8 million euro, this equals to 9. 7% of the entire Italian exports. Through the support of the direct investment and augmented cooperation initiative, we will be able to see more convert processes and product innovations.