

Emerging Market Expansion

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Between 2008 and 2012 countries such as Switzerland and France have shown the highest growth.

During this time period, France had a growth of £115 Million...

Meanwhile, Switzerland had a growth of £56 Million

Although this is the case, not all countries have been positively affected by the emergence of **new markets**

For instance, The Republic Of Ireland market showed the highest decline at -£46 Million, which is around -5% lower than the average

Through the development in expanding markets 4 are more prominent than others.