

Bloom Consulting

Country Brand Ranking[®]

TRADE EDITION \$

2024/2025



Bloom Consulting is an official data partner of the World Economic Forum

Hello!

Bloom Consulting Country Brand Ranking ©

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About Bloom Consulting

Everything you need to know about us

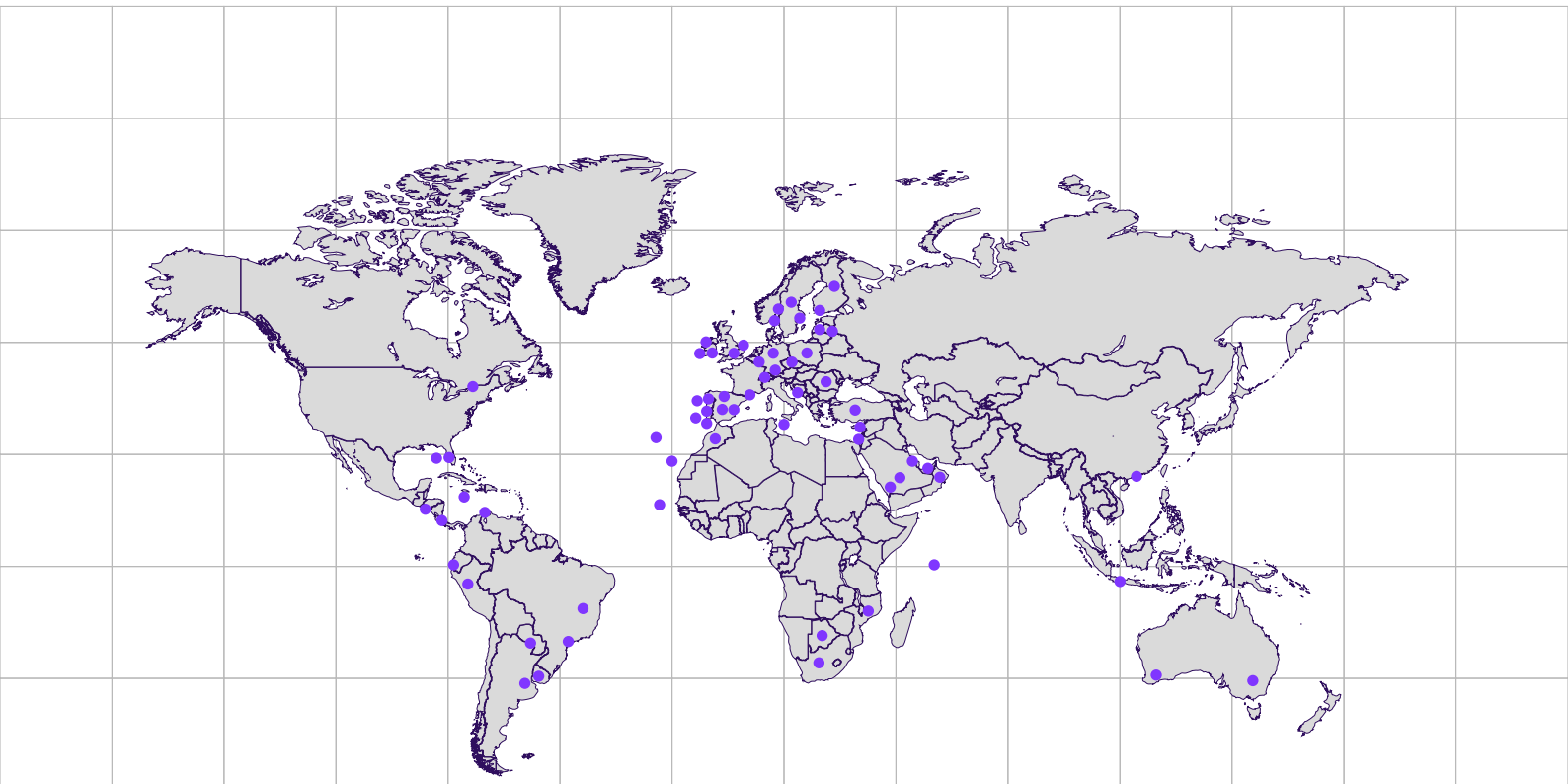
Bloom Consulting is a company specializing in Nation Branding, City Branding, and Placemaking, working for countries, regions, and cities since 2003. From our headquarters in **Madrid** and offices in **London, Lisbon, Sao Paulo, Riyadh, and Paris**, we have worked on more than 90 Nation and Place Brands across five continents.

Specializing in Nation Branding, City Branding, and Placemaking positions Bloom Consulting as one of the most advanced and globally renowned companies in the sector. As a result, renowned international media outlets have interviewed and quoted Bloom Consulting as a key international expert in the field.

Our firm publishes the biennial Bloom Consulting Country Brand Ranking © for Trade and Tourism, where we extensively analyze the brand performance of almost 200 Countries and Territories worldwide. Our Place Analytics division has developed an intelligence tool to analyze and measure a nation's #digitalidentity - a new concept within Nation and City Branding.

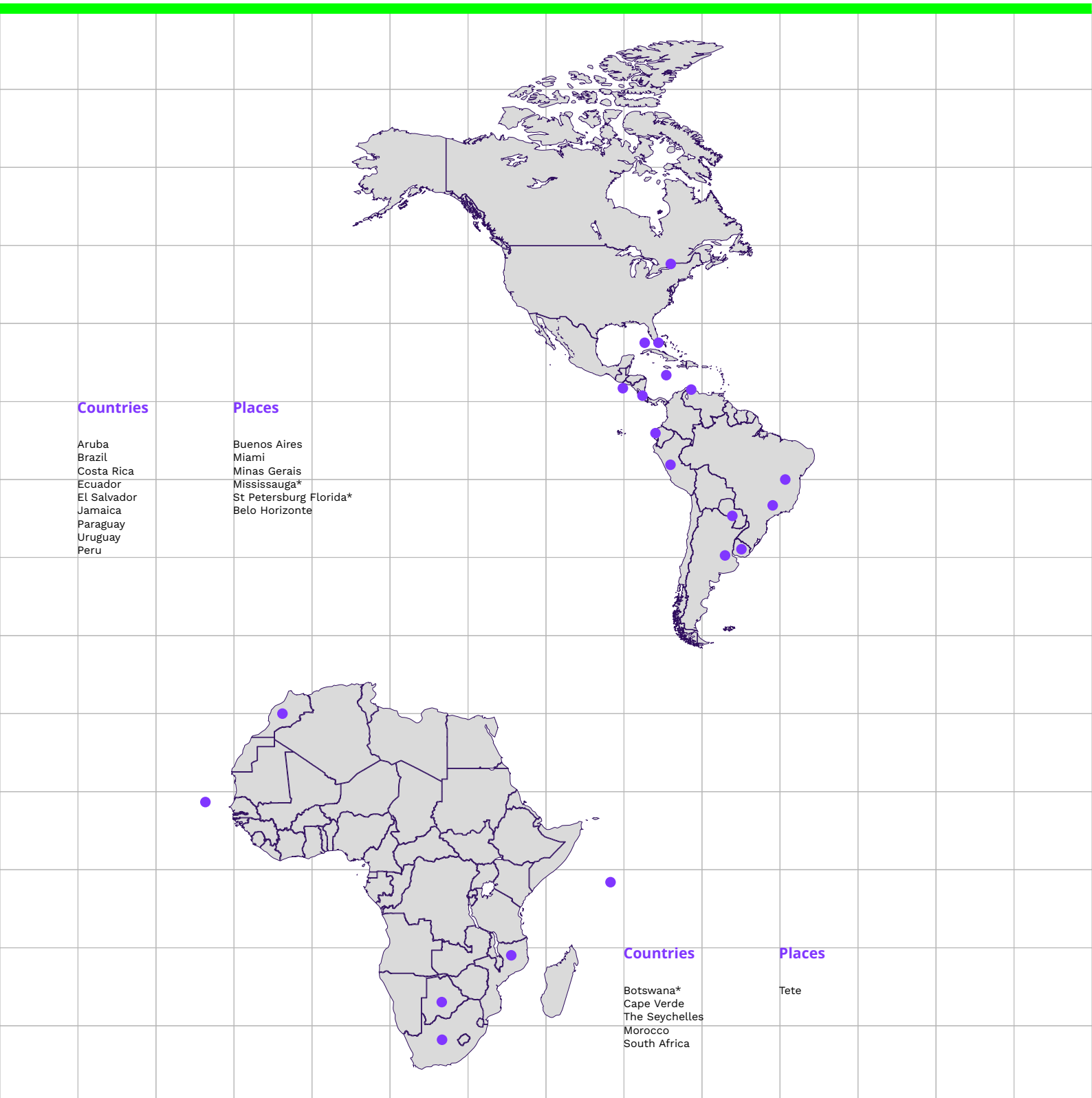
Bloom Consulting is a proud data partner of the  in assessing Country Brand appeal.

Here are some of the countries, regions, and cities that Bloom Consulting has worked with:



Our list of Clients

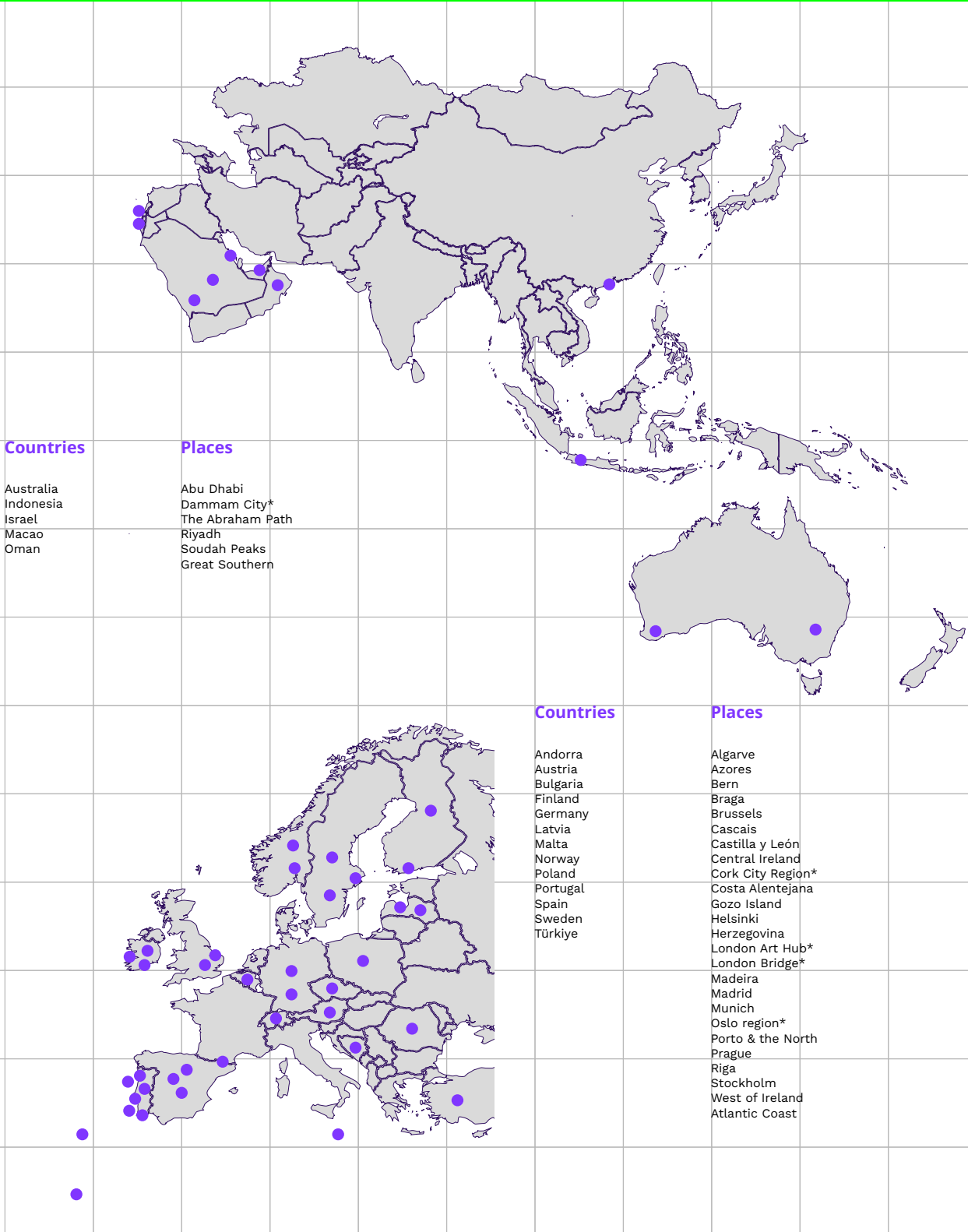
More than 90 Clients spread over 5 continents



* Project led by Placematters before uniting with Bloom Consulting

Our list of Clients

More than 90 Clients spread over 5 continents



* Project led by Placematters before uniting with Bloom Consulting

A letter from our CEO

A ranking that marks a special date

Madrid, May 2024

Dear Friends and Partners,

I am pleased to present the 8th edition of the Bloom Consulting Country Brand Ranking © Tourism. This year holds special significance as it marks Bloom Consulting's 20th anniversary, celebrating two decades dedicated to something we are passionate about: Nation and Place Branding.

Since 2003, we have witnessed the evolution of the field, learning how perceptions shape and shift with over 90 countries, cities, and places across five continents. We have navigated through challenging global events, recognizing that sustained efforts in managing perceptions through actions, activities, and policies are key to building resilient Nation and Place Brands capable of overcoming adversity.

Bloom Consulting's latest biennial ranking, released in March 2022, was the first to assess the impact of COVID-19 on Nation Brands. The pandemic, among the most severe crises in recent history, pressured countries and cities to adapt to new standards. Those with strong and resilient brands recovered more swiftly, while some adapted effectively to emerging tourism trends, altering perceptions in the process. However, as recovery from the pandemic began, Russia launched a full scale invasion of Ukraine, highlighting once again the interconnectedness of our world with its far-reaching effects. Recent events also shape global perceptions, though the current ranking edition reflects data compiled before the conflict's exacerbation in October 2023.

Through our proprietary Digital Identity tools and perception metrics, we closely monitor the correlation between countries' responses to crises, their management, and finally, the reflecting/resulting consequences on the Nation Brand.

Over the past two decades, Bloom Consulting's dedication to research has yielded crucial industry tools, including the Nation Brand Taxonomy Model © and the Impact of Nation Brands in Place Economies. Developed collaboratively with practitioners and academia, these tools reflect our commitment to industry development amidst challenging times. The World Economic Forum continues to use the Bloom Consulting Country Brand Ranking © as a measurement tool. Additionally, the World Bank's recommendation of its use as a country brand performance indicator demonstrates its seminal contribution within the sector.

We are confident that for now the sharing of this ranking and the research insights in Bloom Consulting's journal will provide valuable insights for countries, cities, and places on managing their Nation and Place Brands in a rapidly changing global landscape. If you wish to obtain more specific data about the performance of your Nation Brand or want to share feedback, please do not hesitate to contact us. We look forward to hearing from you.

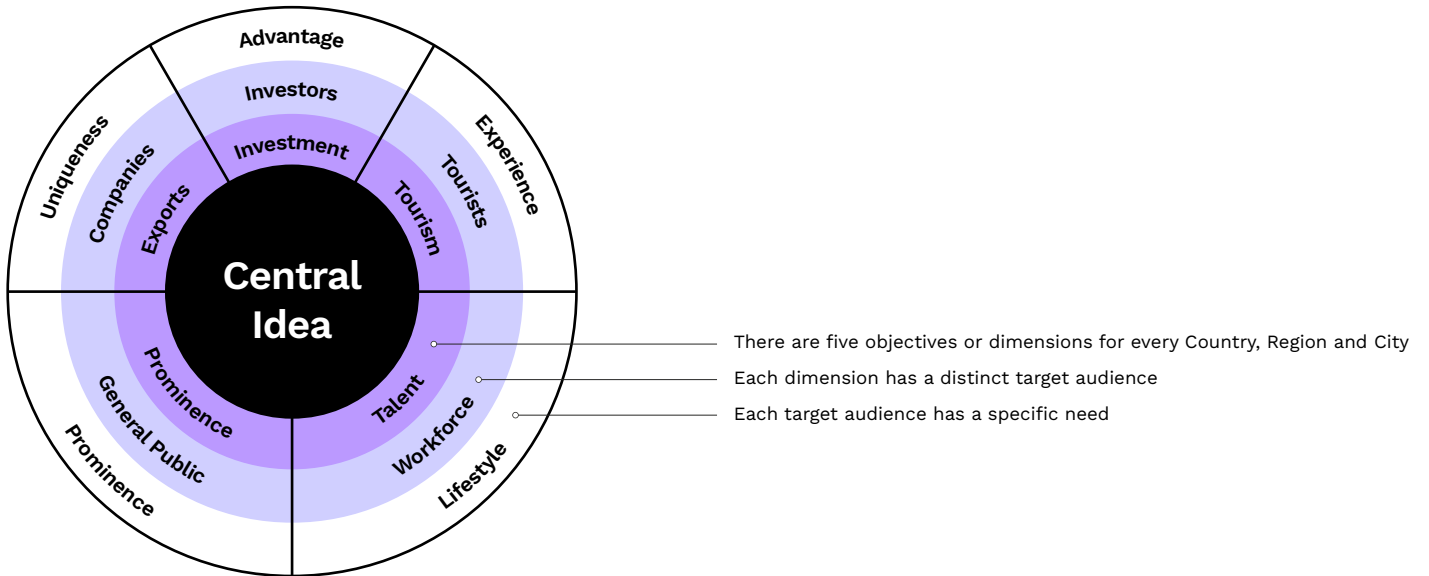
Kind regards,



José Filipe Torres
CEO, Bloom Consulting

Our approach to Country Branding

Bloom Consulting's Branding Wheel ©



A Country, Region, or City Brand is an asset that must be managed by a distinct and varied set of methodologies in order to achieve its desired objectives. Bloom Consulting defines five different Country, Region, and City Branding objectives or dimensions as depicted above in Bloom Consulting's Branding Wheel ©.

1. Attraction of **Investment**
2. Attraction of **Tourism**
3. Attraction of **Talent**
4. Strengthening **Prominence** (Increase of Public Diplomacy efforts)
5. Strengthening **Exports**

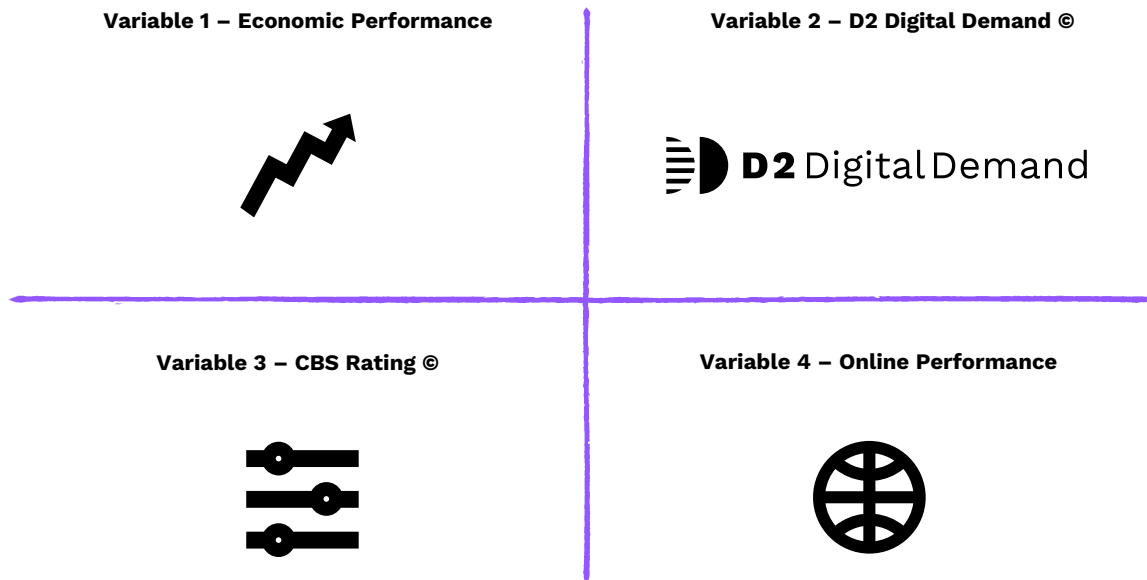
Each of these five objectives and dimensions has a specific target audience with distinct needs. The target audience of tourism, for example, are tourists, who overwhelmingly seek an unparalleled vacation experience when visiting a country, region or city. Bloom Consulting's methodology, therefore, either works holistically on the five dimensions or focuses on isolating each objective or dimension to develop unique and tailored strategies.

By isolating tourism, we understand that a stricter strategy may not meet the diverse needs that a Country Brand has, at least in terms of audiences and markets. Any attempt to create a larger strategy for a Country, Region, or City Brand may not address sufficient content to improve the projection of the brand.

For the time being, Bloom Consulting has developed rankings solely for Trade (Investment) and Tourism. This ranking concerns Trade.

Our methodology

The logic behind our Bloom Consulting Country Brand Ranking ©



At Bloom Consulting we derive the biennial Bloom Consulting Country Brand Ranking © from our proprietary algorithm which exclusively considers investment-related data. Together, the algorithm's four variables create a holistic overview of the latest results of Country and Territory Brands, both individually and in relation to one another. The algorithm examines:

Economic Performance

The tangible economic success of a country's Investment promotion strategy. We calculate it based on the FDI inflows and growth reported by the UNCTAD – United Nations Conference on Trade and Development or, alternatively, National Investment Promotion Agencies (IPA) themselves. For this edition of the Bloom Consulting Country Brand Ranking © we looked at the historical data series from 2017 to 2022. Some countries have not been reporting data to the UNCTAD for the last 3 years, and hence, these countries will not appear in this brand ranking edition.

D2 Digital Demand ©

The digital appeal of a country. We've developed a dedicated tool to establish this. It measures the online search volume for socio-economic factors and investment-related sectors in a specific country. As a result, we gain exclusive insights into the online behavior and decision-making processes of international investors. Our innovative tool analyzed over 22 million keyword combinations in more than 20 languages. This edition of the Bloom Consulting Country Brand Ranking © is fed on data from 2021 to 2023.

Country Brand Strategy - CBS Rating ©

The accuracy of an IPA's strategic positioning. We look at the alignment between an IPA's strategy and what international tourists are searching for. A Country Brand gets a higher rating if the IPA's strategy is shaped around the trade-related brand tags with the highest demand in terms of search volume.

Online Performance

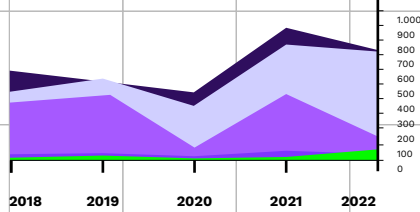
An evaluation of a country's online presence. We look at IPA website analytics and social media data to determine the overall visibility and permeation of a Country Brand. These days, whether or not a brand is successful has a lot to do with its performance across different platforms online.

World Outlook

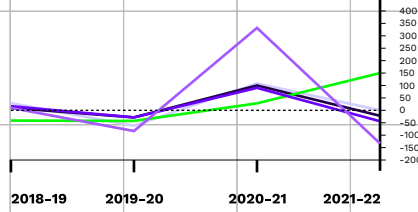
Facts and figures from the world ranking



Net FDI Inflow (millions USD\$) (Source: UNCTAD)

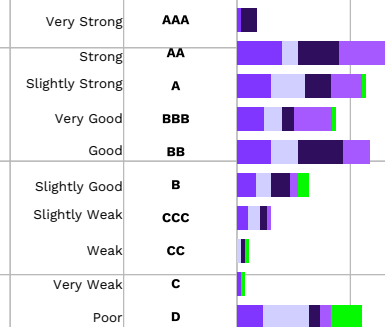
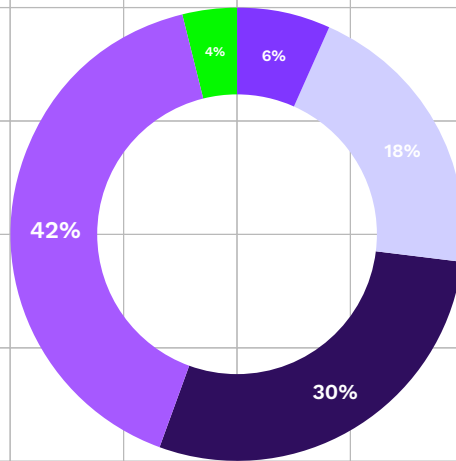
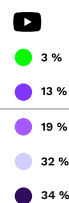
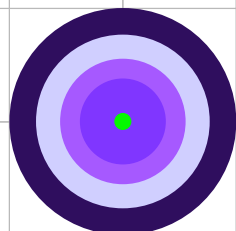
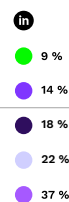
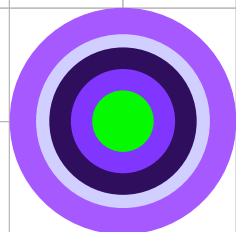
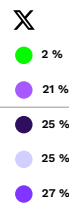
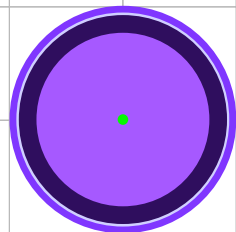
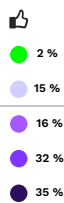
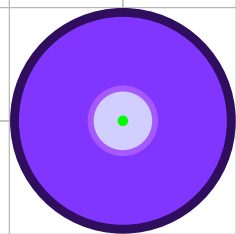


Net FDI Growth (%) (Source: UNCTAD)



Economic Performance

Asia and the Americas are now neck and neck in terms of FDI Net Inflows, with both regions recording similar amounts. Europe and Africa have both experienced a decrease in FDI Net Inflows, returning to levels seen in 2020. Meanwhile, Oceania stands out as the only region that continues to experience growth in FDI Net Inflows, maintaining stability amidst global economic fluctuations.



Online performance

Americas loses their lead on Twitter to Africa, while Asia overtakes them on Youtube. Meanwhile, Europe leads on LinkedIn while Asia also claims the top spot for Facebook.

D2 Digital Demand

D2 Digital Demand ©

Europe maintains its leadership position, distancing itself from Asia, which follows in second place in the D2 Digital Demand © ranking. The distribution of searches across regions remains consistent with the previous edition, with the Americas, Africa, and Oceania rounding out the rankings.

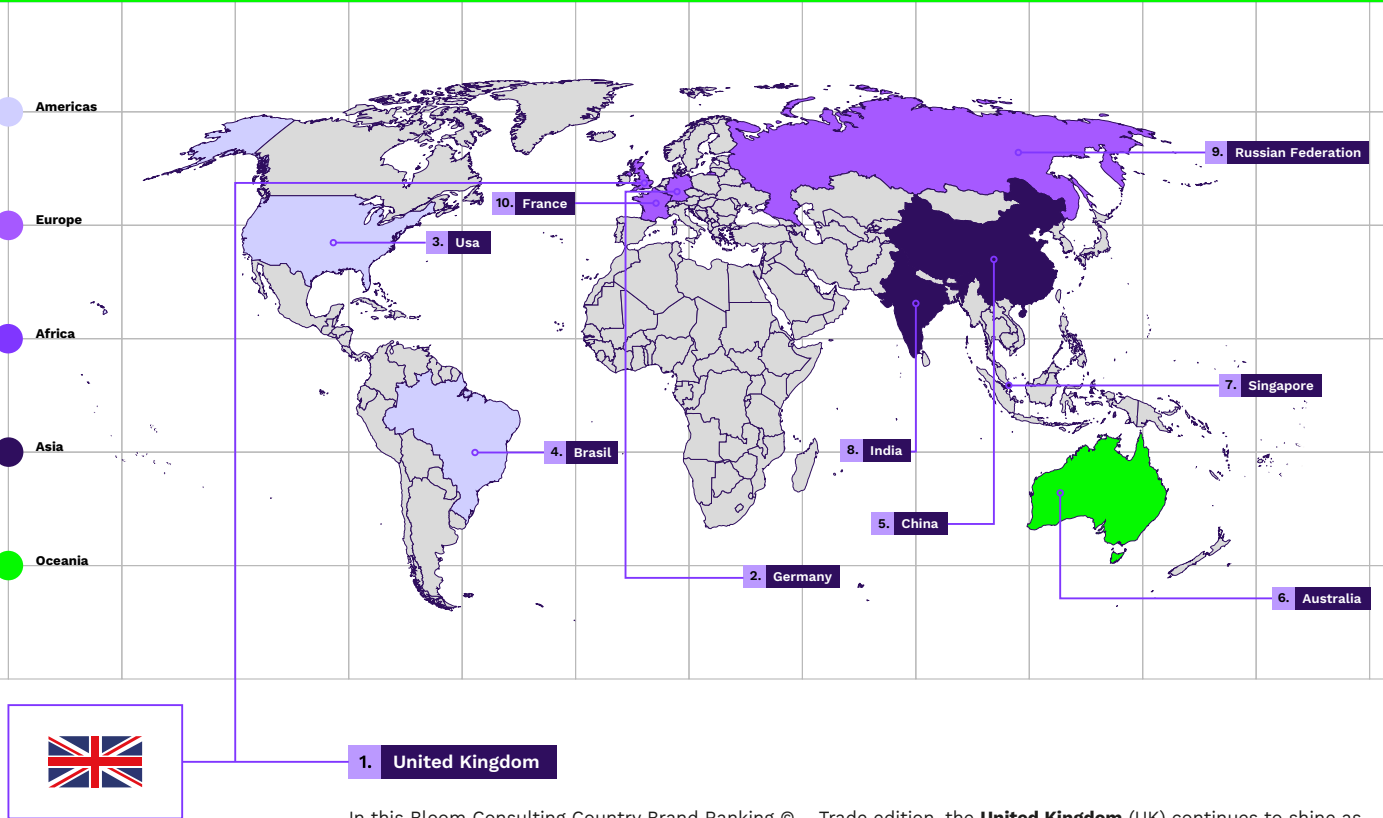


Country Brand Strategy Rating (CBS Rating)

With five countries scoring AAA, Asia becomes the continent with the highest share of the highest possible rating. Europe and Africa are not far behind, with the majority of countries scoring AA and A. However, all continents, especially the Americas, have seen an increase in D scores due to the presence of either non-performing or lacking websites.

The top 10 overview

The UK maintains the crown



In this Bloom Consulting Country Brand Ranking © – Trade edition, the **United Kingdom** (UK) continues to shine as the top performer for the second consecutive edition. The UK's stellar performance is underpinned by robust FDI and high performance in D2 Digital Demand ©. While there is recognized potential for growth in social media and online performance, the United Kingdom's unwavering and consistent performance in key metrics solidifies its dominance on the global economic stage.

Biggest Improvements

On a worldwide scale, **Germany's** rise into the top three for the first time is an important achievement, seen in its ability to overtake global performers like the United States of America. Robust FDI, remarkable D2 Digital Demand ©, and an overall appeal the world over underscore the spectacular progress that this country has made. The ease with which Germany's overall appeal signifies a positive international perception, solidifying Germany's status as a world player, and demonstrating Germany's adaptability and capability to leverage diverse economic indicators for sustained growth on the global stage.

Türkiye made impressive strides and ascended in global rankings. Türkiye's ascent by four places is underpinned by a strong FDI landscape, complemented by improved D2 Digital Demand © and online performance. This multifaceted progress showcases Türkiye's strategic approach, leveraging strengths across various economic and digital indicators, and its ability to take advantage of poor performances from countries like Hong Kong and the Netherlands, which both faced steep drop-offs.

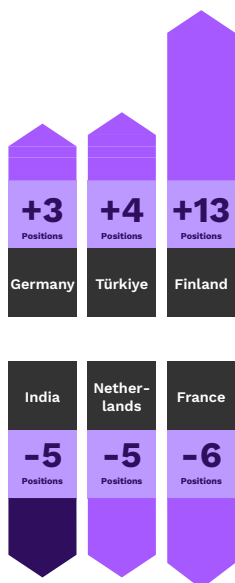
Finland's stark 13-position jump and ascent into the Top 25 is fueled by a combination of factors, including consistent FDI, strengthened D2 Digital Demand ©, and increased online presence. This indicates Finland's commitment to fostering a conducive environment for foreign investments, and projecting a positive image globally.

Biggest Drops

India, despite an improved score in FDI and social media, saw a five-position drop due to a decrease in online presence, D2 Digital Demand ©, and CBS Rating © (AA). India's decline underscores the importance of having a strong digital identity measured by the interest of potential investors or businesspeople as a decrease in D2 Digital Demand © indicates potential gaps in India's brand and its business appeal.

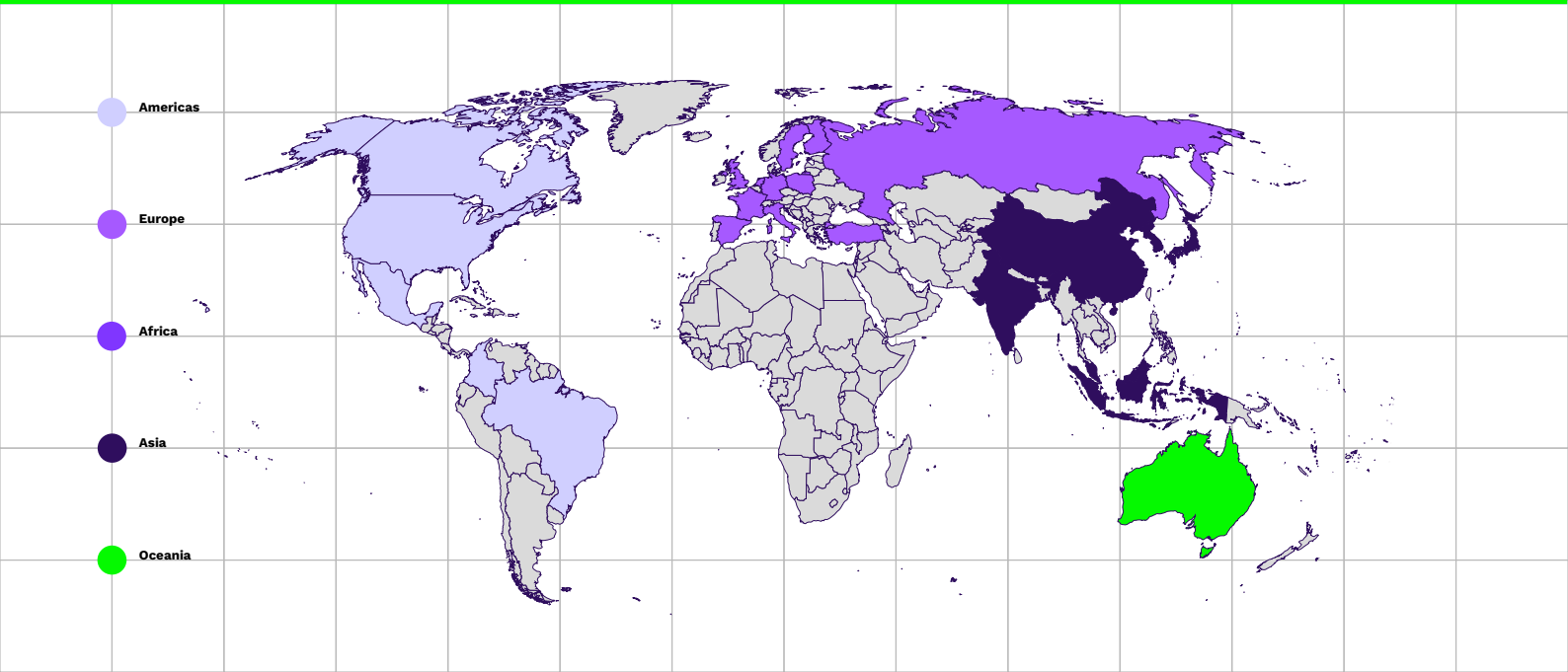
France saw a down turn two-position and six-position drop down to previous Bloom Consulting Country Brand Ranking © – Trade edition rank. This is primarily due to its D2 Digital Demand © strong drop-off and decreased social media metrics. With the 2024 Olympic Games being held in Paris, it will be interesting to observe the impact of the event on international perceptions and digital appeal of France.

The **Netherlands**, with a drop in CBS Rating © (AA), shared France's fate with a similar four-position drop down the rankings. This can be attributed to their FDI showing a weaker performance than in previous ranking editions, however, they maintain the Global Top 20 position due to the consistency and maintenance of the remaining measured variables.



The top 25 performers highlights

Global Top Performers



Highlights

In this Bloom Consulting Country Brand Ranking © – Trade edition, a much more diverse Top 10 can be observed with members from Americas, Oceania, Asia, and Europe.

The **United Kingdom** (UK) continues to shine as the top performer for the second consecutive ranking, surpassing the **United States of America** (USA) in crucial categories such as social media, online performance, and the rating score. The UK's stellar performance is underpinned by robust FDI and high performance in D2 Digital Demand ©.

Germany's remarkable rise to its first position in the Top 3 exhibits the biggest move within the Top 10 and, marked by a notable climb of three positions since the last edition, is a testament to its resilient economic performance. Despite trailing behind the USA in FDI, Germany's ascent above the USA is propelled by its unparalleled digital prowess, as evidenced by impressive D2 Digital Demand ©, the third-best in the world, and having the sixth-best FDI in the world.

Securing the fourth and fifth positions globally, **Brazil** and **China** epitomize unwavering progress with a solid performance across all the ranking metrics, solidifying their positions as global economic powerhouses and headlining South American and Asian success in the Global Rankings. These nations exhibit a robust blend of resilience and steady growth in fundamental factors propelling them to the forefront of global economic performance.

Finland joins the Top 25 at 20th place this year with its 13-point boost up the rankings, the most impressive leap of the Global Top 25. The Top 25 remain relatively stable, apart from drops from **India**, **France**, and the **Netherlands**. These drops demonstrate how a single variable, like a stark decrease in FDI or a decrease in D2 Digital Demand © can lead to a tumble down the ranks, even as other variables may remain stable. The two position increases in the Top 10 can be attributed to India and France's falls, just barely maintaining their Top 10 positions.

The Asian countries in the Top 20, **Indonesia**, **Singapore**, **Japan**, and **China** see slow but steady climbs of one to three ranks. **South Korea** enters the Top 25 this year, increasing the Asian presence in the Global elite.

The global top 25 performers rank

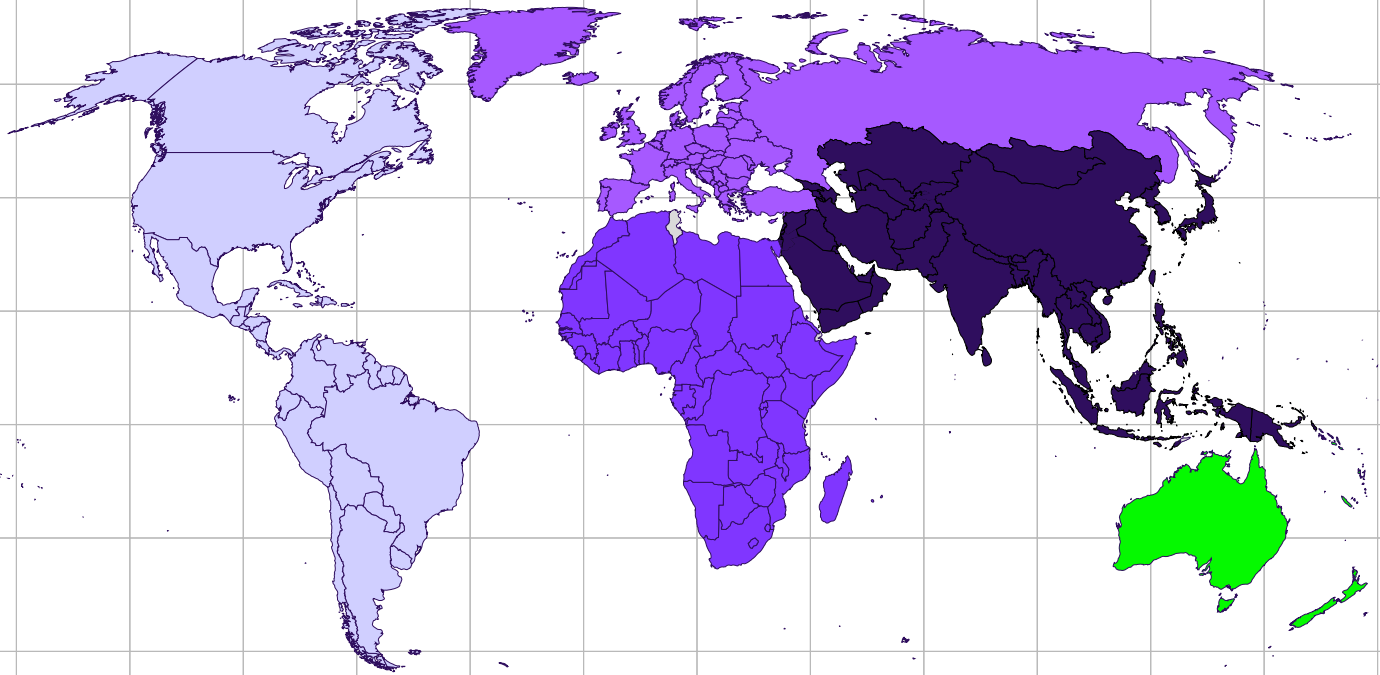
Variation

CBS Rating

#	Variation	Country	CBS Rating
1.	-	United Kingdom	AA
2.	↑ 3	Germany	A
3.	↓ 1	United States of America	BB
4.	↑ 2	Brazil	A
5.	↑ 2	China	BBB
6.	↑ 2	Australia	A
7.	↑ 2	Singapore	AAA
8.	↓ 5	India	AA
9.	↑ 2	Russian Federation	D
10.	↓ 6	France	AA
11.	↓ 1	Canada	A
12.	↑ 2	Italy	A
13.	↑ 3	Japan	BBB
14.	↓ 1	Ireland	AA
15.	↑ 2	Spain	A
16.	↑ 4	Türkiye	AA
17.	↓ 5	Netherlands	AA
18.	↑ 1	Indonesia	AAA
19.	↑ 5	Poland	AA
20.	↑ 13	Finland	AA
21.	↓ 6	Hong Kong SAR, China	A
22.	↓ 1	Malaysia	A
23.	↓ 1	Sweden	BB
24.	↑ 1	Colombia	BBB
25.	↑ 3	Korea, Rep.	BB

The full ranking

Ranking by continent



Europe

Asia

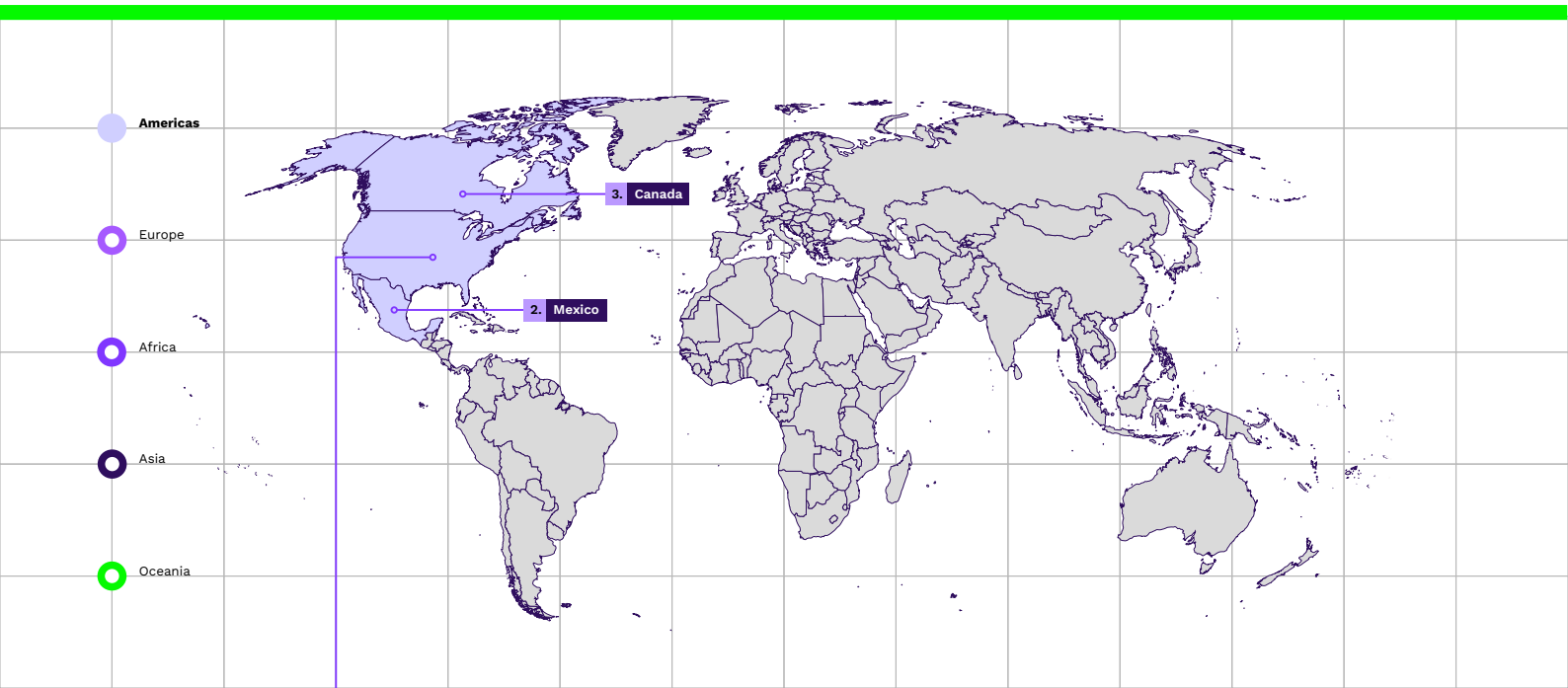
Americas

Africa

Oceania

The Americas

USA, Brazil and Canada remain at the top



1. United States of America

The **United States of America** maintains its position at the top once again with the best FDI in the world and the third highest D2 Digital Demand © in the world. Notably, their CBS Rating © (BB) and their poor performance in social media and online performance is what cost them their first-place position in the Global Top 3.

Biggest Improvements

Chile jumped two positions to bring itself into the Top 5 on the continent, while maintaining good performances across all variables, sharing its performance with the last Bloom Consulting Country Brand Ranking © – Trade edition. With a slightly increased performance in online presence, Chile and Colombia are the only upward movers in the Top 5, taking advantage of Mexico's crash out of the Top 5 and every other rank remaining stable.

With an improved average of FDI inflows and CBS Rating © from A to AA, tied in with better online performance, **Uruguay** makes steady progress up the ladder with a two-point hurdle into the Top 10 on the continent. D2 Digital Demand © metric remains steady and consistent. Uruguay exhibits balanced improvement across various metrics signifying a strong and evolving trade profile.

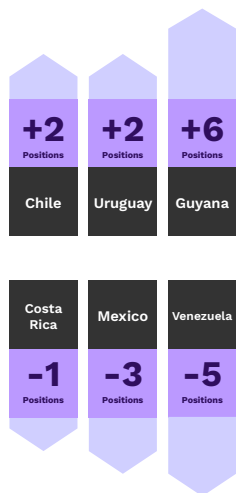
Guyana sees the largest leap of the continent, with a six-position ascent into the Top 20. Guyana's substantial FDI growth positions it as a rising star in regional trade, complemented by a solid CBS Rating © (A) and slight gains in D2 Digital Demand © and social media presence.

Biggest Drops

Mexico's slow FDI and D2 Digital Demand © growth, coupled with stagnant CBS Rating © (D) contribute to its decline, reflecting the need for strategic adjustments to remain competitive. There is no doubt that in future edition, Mexico will recover as the digital presence is back again well-optimized.

Costa Rica sees a minor dip of one position, with a slight decrease in D2 Digital Demand © and social media, though mitigated by a significant online performance boost. These metrics are still not enough to fend off Uruguay's ascent, indicating a shifting balance in regional trade dynamics. Yet, Costa Rica's recent strong emphasis on sustainability is not directly captured in this ranking edition.

With a plunge in FDI, coupled with low CBS Rating © (CCC) and online presence, **Venezuela** sees a steep decline of five positions. Despite a decent D2 Digital Demand ©, the overall downturn underscores significant challenges in its trade environment and migration exodus. If the current political instability remains, Venezuela will not be able to revert the existing negative trend.



The Americas Rank

Variation World Rank CBS Rating

#	Variation	Country	World Rank	CBS Rating
1.	-	United States of America	3	BB
2.	-	Brazil	4	A
3.	-	Canada	11	A
4.	↑ 1	Colombia	24	BBB
5.	↑ 2	Chile	32	BBB
6.	-	Argentina	35	AA
7.	↓ 3	Mexico	40	D
8.	-	Peru	46	A
9.	↑ 2	Uruguay	61	AA
10.	↓ 1	Costa Rica	62	A
11.	↓ 1	Panama	65	BBB
12.	↑ 2	Ecuador	85	AA
13.	↑ 2	Jamaica	88	A
14.	↓ 1	Cayman Islands	92	BB
15.	↑ 1	Paraguay	94	A
16.	↑ 6	Guyana	95	A
17.	↓ 5	Venezuela	98	CCC
18.	-	Dominican Republic	99	BB
19.	↓ 2	Guatemala	101	A
20.	-	British Virgin Islands	106	D
21.	-	El Salvador	108	BBB
22.	↓ 3	Nicaragua	114	D
23.	-	Bahamas	121	AA
24.	↑ 2	Honduras	124	CCC
25.	-	Haiti	131	D
26.	↑ 1	Belize	132	B

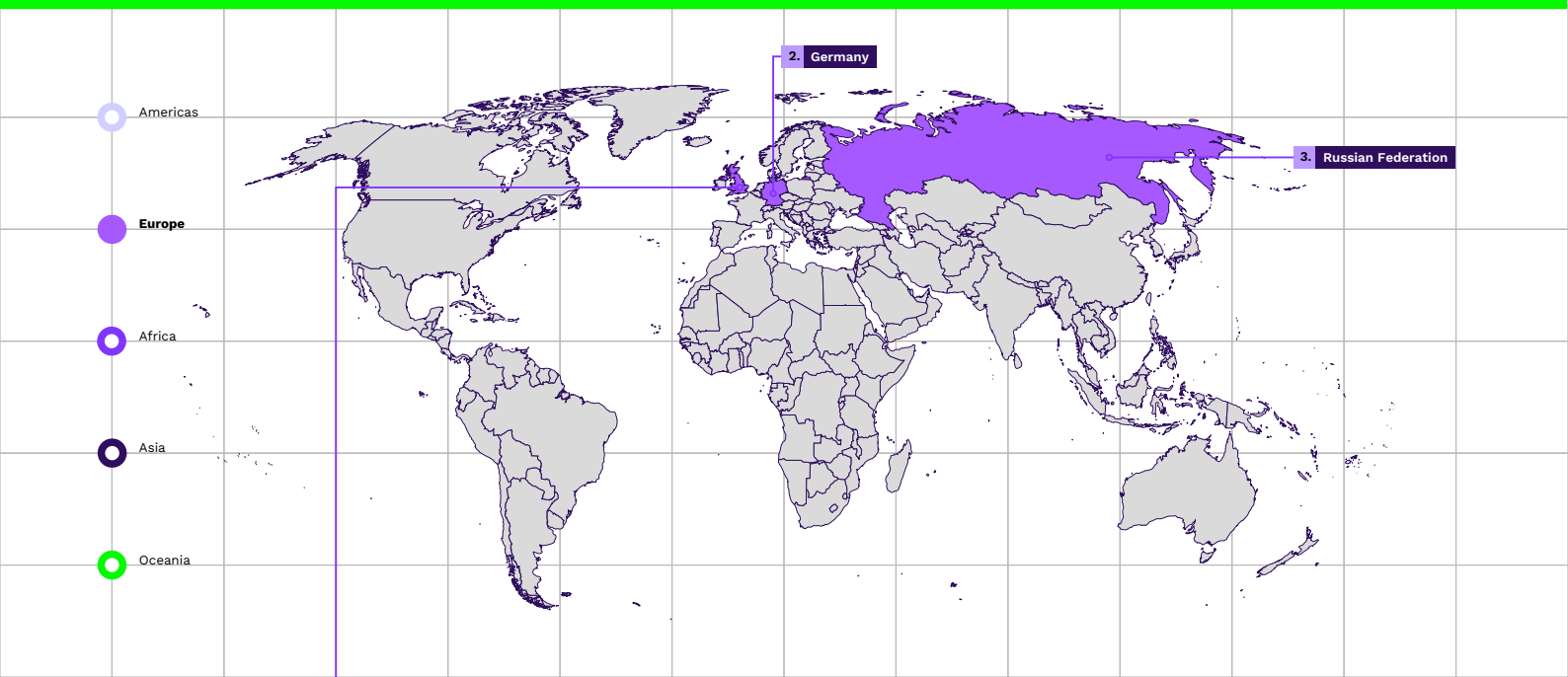
The Americas Rank

Variation World Rank CBS Rating

#	Variation	Country	World Rank	CBS Rating
27.	↓ 3	Bolivia	139	D
28.	-	Barbados	145	B
29.	-	Puerto Rico	147	BB
30.	↑ 1	Cuba	149	BBB
31.	↑ 2	Grenada	156	BB
32.	↓ 2	Trinidad and Tobago	160	BB
33.	↑ 3	Curaçao	163	BB
34.	↑ 1	Aruba	164	A
35.	↓ 1	Dominica	165	CCC
36.	↓ 4	Bermuda	170	CC
37.	↑ 1	Suriname	172	B
38.	↓ 1	Antigua and Barbuda	180	B
39.	-	Saint Vincent and the Grenadines	189	D
40.	-	Saint Lucia	190	D
41.	↑ 2	Anguilla	197	D
42.	↓ 1	Sint Maarten (Dutch part)	201	D
43.	↓ 1	Saint Kitts and Nevis	202	D
44.	↑ 1	Turks and Caicos Islands	203	D
45.	↓ 1	Montserrat	205	D

Europe

The Crown remains in the Kingdom.



1. United Kingdom

Continuously leading in Europe throughout all Bloom Consulting Country Brand Ranking © – Trade editions, the **UK** demonstrates resilience and adaptability, particularly in the post-Brexit era. Its position at the top, underpinned by steadfast rating scores and high FDI, showcases its effective trade strategies in navigating new economic terrains and maintaining a strong global presence.

Biggest Improvements:

Italy sees slight improvement in FDI, D2 Digital Demand ©, and social media against a backdrop of economic recovery and revitalization efforts. However, the decline in online performance indicates areas for potential improvement. Italy improved its rating score, but CBS Rating © (A) remained constant, for now.

Poland continues to rise, characterized by improved FDI and online performance. This underscores its growing role in the European economy, bolstered by its diversification efforts and increasing investment in technology and infrastructure. Poland maintains its solid CBS Rating © (AA) and strong D2 Digital Demand ©.

Malta sees a steep climb of five positions up the rankings, marked by stable FDI and D2 Digital Demand ©, slightly improved rating score, and increases online performance. This reflects its proactive approach to enhancing its digital infrastructure and tourism sector, crucial for economic growth. CBS Rating © (BBB) remains constant for now, but their web efforts do not go unnoticed with their break into the Top 20 regional rank.

Biggest Drops:

Despite an uptick in FDI and a maintained D2 Digital Demand ©, **Sweden** notes a slight decrease in social media and online performance alongside a challenging web navigation experience, pointing to the need for enhancements in its digital trade strategy. This resulted in Sweden surrendering the Top 10 position to countries like Finland and Poland, whose gains pushed them into the coveted position.

Switzerland sees a decline out of the Top 15 to the 18th position, which can be characterized by inconsistent and fluctuating FDI year-over-year and a downgrade in CBS Rating © from AAA to AA. This comes in contrast to its otherwise stable overall variable performance, indicating the need for strategic focus on sustaining investment and digital engagement.

Luxembourg experiences a notable drop of 10 positions, crashing out of the Top 15, marked by decreased FDI and a downgrade in CBS Rating © from A to BBB. This reflects the broader challenges faced by smaller European economies in maintaining their trade competitiveness amid fluctuating global economic conditions. Luxembourg exhibits similar characteristics to Switzerland, as both maintain a solid D2 Digital Demand ©.



Europe Rank

Variation World Rank CBS Rating

#	Variation	Country	World Rank	CBS Rating
1.	-	United Kingdom	1	AA
2.	↑ 1	Germany	2	AA
3.	↑ 1	Russian Federation	9	D
4.	↓ 2	France	10	AA
5.	↑ 2	Italy	12	A
6.	-	Ireland	14	AA
7.	↑ 1	Spain	15	A
8.	↑ 1	Türkiye	16	AA
9.	↓ 4	Netherlands	17	AA
10.	↑ 2	Poland	19	AA
11.	↑ 4	Finland	20	AA
12.	↓ 2	Sweden	23	BB
13.	↓ 2	Portugal	27	BBB
14.	↑ 3	Ukraine	29	AA
15.	↑ 1	Romania	38	AA
16.	↑ 2	Norway	39	B
17.	↑ 5	Malta	48	BBB
18.	↓ 5	Switzerland	49	AA
19.	↑ 1	Denmark	50	BB
20.	↑ 3	Greece	51	BB
21.	↓ 2	Czech Republic	52	A
22.	↑ 5	Belgium	56	B
23.	↓ 2	Cyprus	57	AA
24.	↓ 10	Luxemburg	58	BBB
25.	↓ 1	Hungary	60	AA
26.	↓ 1	Bulgaria	63	BBB

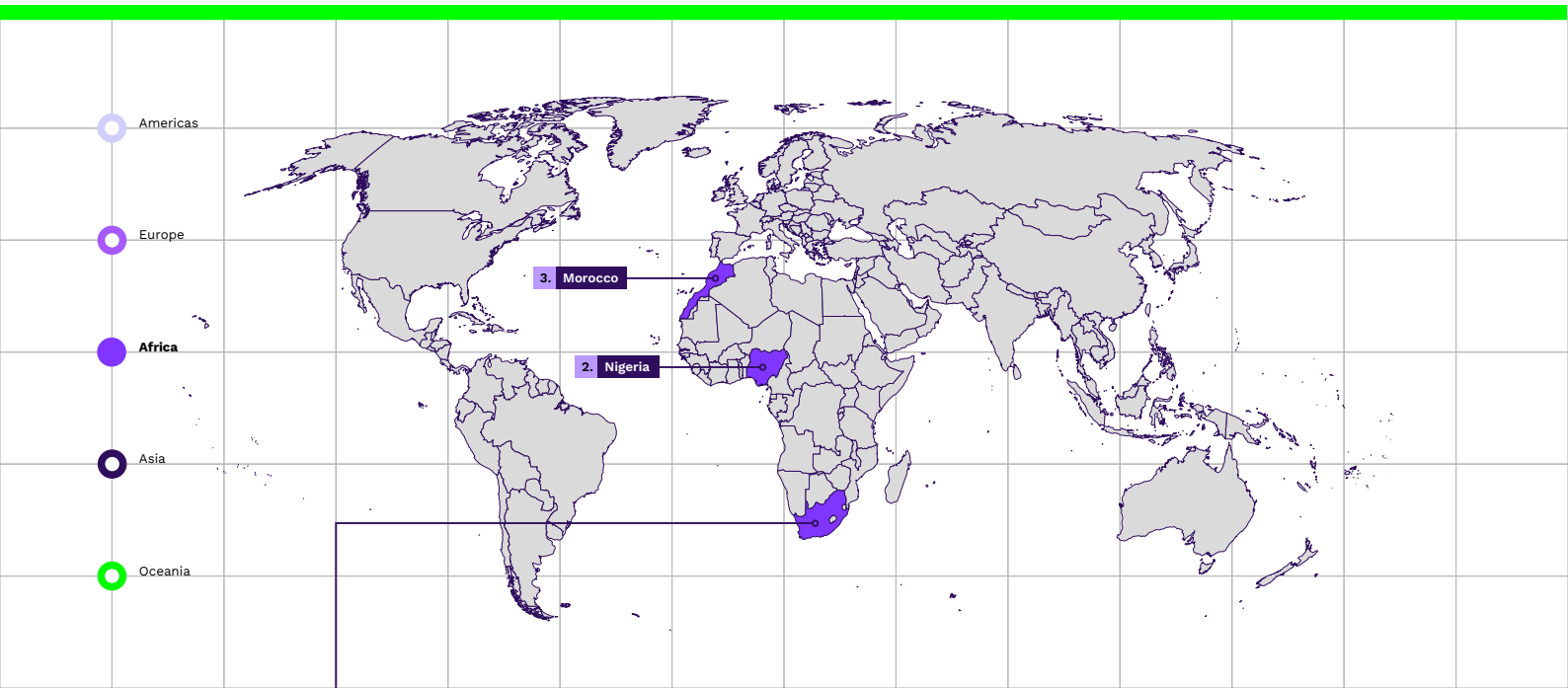
Europe Rank

Variation World Rank CBS Rating

#	Variation	Country	World Rank	CBS Rating
27.	↓ 1	Estonia	66	A
28.	-	Lithuania	68	A
29.	↑ 4	Latvia	71	BBB
30.	↓ 1	Belarus	72	AA
31.	-	Slovakia	74	BBB
32.	↓ 2	Croatia	78	BBB
33.	↑ 2	Austria	81	BB
34.	-	Slovenia	82	A
35.	↑ 2	Serbia	91	CCC
36.	↓ 4	Albania	97	A
37.	↓ 1	Andorra	113	BB
38.	-	Moldova, Rep.	115	BB
39.	↑ 1	Macedonia, FYR	126	BBB
40.	↓ 1	Iceland	128	BB
41.	↑ 1	Bosnia and Herzegovina	134	BBB
42.	↓ 1	Montenegro	143	BBB
43.	-	Kosovo, Rep.	174	D
44.	-	Gibraltar	181	D

Africa

South Africa back on top



1. South Africa

South Africa reclaims its leading position from Nigeria in Africa's trade rankings, primarily driven by a substantial increase in FDI, particularly marked in 2021 due to significant technology investment. This surge in FDI, which was ten times higher than in 2020 and quadruple that of 2022, underscores South Africa's growing appeal as an investment location. However, the country faces challenges, as indicated by a decrease in both social media and online performance, suggesting areas for improvement to fully capitalize on its strengthened economic position.

Biggest Improvements

Morocco sees a rise to the Top 3 regionally for the first time, underpinned by its stable FDI, D2 Digital Demand © and online performance. The improvement in its rating score and social media presence, despite maintaining a CBS Rating © (A) rating, reflects Morocco's growing influence and strategic positioning in African trade.

Senegal's significant climb of 11 positions, marked by one of the highest FDI growths globally, is a remarkable achievement. The emergence of social media and enhanced online performance, nonexistent in the last Bloom Consulting Country Brand Ranking © – Trade edition, demonstrate successful strategies in boosting its trade profile and digital presence.

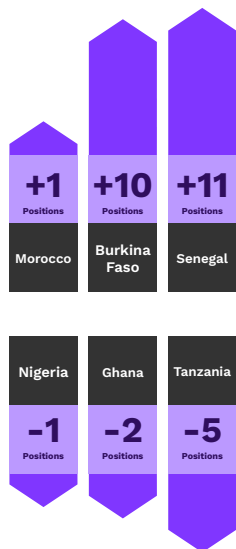
The substantial improvement in **Burkina Faso's** CBS Rating © (BB), transitioning from a historical average of C to a current score of BB, indicates a significant advancement in its digital trade representation. This, combined with stable performance in other areas, highlights Burkina Faso's evolving trade landscape. Similar to Senegal, Burkina Faso has introduced an online presence which did not exist in previous rank editions.

Biggest Drops

Nigeria's decline, characterized by decreased FDI, social media, and online performance, prevented it from maintaining its previous top position. Despite stable D2 Digital Demand © and a solid CBS Rating © (AA), these reductions underline the competitive nature of the region's trade dynamics.

Ghana sees a decline in its ranking, mainly because its generally stable metrics across various domains were not sufficient to compete with the improvements seen in Morocco and Egypt. This highlights the increasingly competitive environment in African trade.

Tanzania faced a decrease of five positions, attributed to a relative downturn in FDI and D2 Digital Demand © in key sectors like Business and Environment, underscoring the challenges it faces in maintaining its Top 10 position in Africa. The slight downturn in online performance further reflects the need for strategic enhancements to keep pace with regional competitors.



Africa Rank

Variation World Rank CBS Rating

#	Variation	Country	World Rank	CBS Rating
1.	↑ 1	South Africa	34	BB
2.	↓ 1	Nigeria	36	AA
3.	↑ 1	Morocco	44	A
4.	↑ 1	Egypt	47	A
5.	↓ 2	Ghana	53	A
6.	-	Ethiopia	55	AA
7.	↑ 11	Senegal	70	BB
8.	↑ 1	Uganda	73	AA
9.	↓ 2	Kenya	75	A
10.	-	Tunisia	79	BBB
11.	-	Mozambique	80	A
12.	-	Botswana	83	AAA
13.	↓ 5	Tanzania, United Rep.	87	AA
14.	↑ 2	Rwanda	90	AA
15.	↑ 2	Algeria	96	AA
16.	↓ 3	Gabon	102	AA
17.	↓ 2	Mali	103	AA
18.	↑ 1	Madagascar	104	A
19.	↓ 5	Mauritius	109	BB
20.	↑ 2	Malawi	111	BBB
21.	-	Côte d'Ivoire	112	BBB
22.	↑ 1	Zambia	116	BBB
23.	↓ 3	Cameroon	117	BBB
24.	↑ 1	Sudan	118	BBB
25.	↓ 1	Togo	125	A
26.	↑ 10	Burkina Faso	129	BB

Africa Rank

Variation World Rank CBS Rating

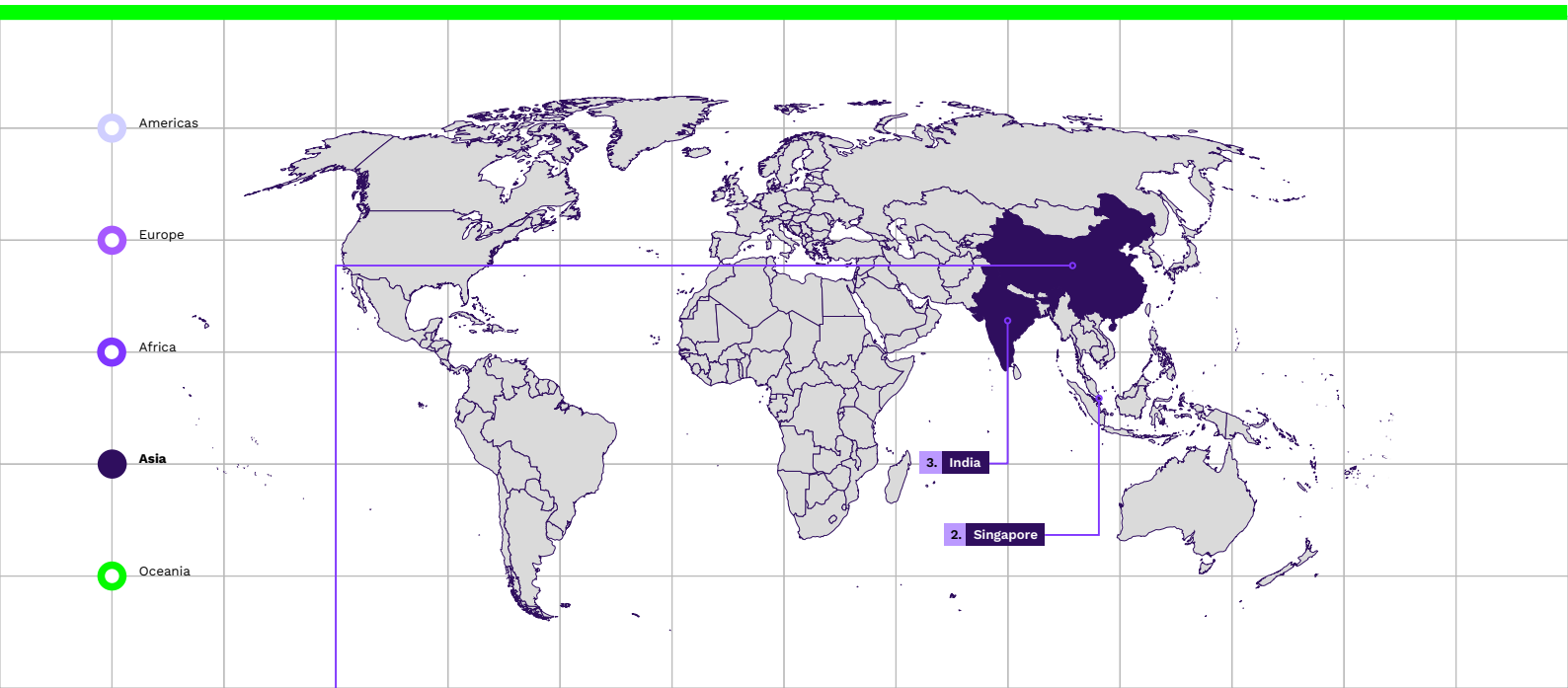
#	Variation	Country	World Rank	CBS Rating
27.	↑ 3	Seychelles	135	AA
28.	↑ 6	Libya	136	CCC
29.	↓ 3	Namibia	137	B
30.	↑ 1	Zimbabwe	138	CCC
31.	↑ 7	Angola	142	BBB
32.	-	Guinea	146	BB
33.	↓ 5	Congo, Dem. Rep.	148	B
34.	↑ 1	Burundi	151	BB
35.	↑ 4	Mauritania	152	BBB
36.	↑ 8	Cape Verde	153	AA
37.	↓ 8	Congo, Rep.	155	D
38.	↓ 5	Liberia	157	BB
39.	↑ 4	Djibouti	158	A
40.	↓ 3	Niger	159	B
41.	↑ 1	Lesotho	167	A
42.	↑ 3	Gambia	169	BB
43.	↑ 4	South Sudan	175	D
44.	↓ 4	Chad	176	D
45.	↑ 5	Benin	179	C
46.	↑ 2	Eritrea	182	D
47.	↑ 4	Comoros	183	CCC
48.	↓ 2	Eswatini	185	BB
49.	↓ 8	Somalia	186	B
50.	↓ 23	Sierra Leone	187	AA
51.	↑ 2	Central African Republic	191	D
52.	↓ 3	Equatorial Guinea	192	B

Africa Rank

#	Variation										World Rank	CBS Rating
53.	↓ 1		Guinea-Bissau								195	D
54.	-		Sao Tome and Principe								198	D

Asia

China dethrones Singapore



1. China

Rising to the top in Asia, **China's** trade dynamics are reshaped by its immense FDI and leading D2 Digital Demand ©, second and first in the world, respectively. The country's strategic initiatives in enhancing CBS Rating © (BBB), online performance, and social media presence, particularly in the context of improving its digital identity, have significantly bolstered its position. However, despite these improvements, there remains considerable room for growth.

Biggest Improvements

Singapore's gradual yet steady rise of two positions in consecutive editions the trade rankings exemplifies its strategic approach to balancing robust FDI with a stable digital and financial ecosystem. The country's slight improvements in FDI and social media, coupled with its already impressive D2 Digital Demand © and CBS Rating © (AAA), reflect its commitment to maintaining a high-quality, technologically advanced trade environment. Singapore may benefit from seeing improvement in social media presence.

The ascent of **Bangladesh** in the regional trade hierarchy is a testament to its concerted efforts to modernize its economic environment and business opportunities. Notable improvements in D2 Digital Demand ©, CBS Rating © (AAA), and social media presence highlight Bangladesh's dedication to leveraging its diverse economic sectors, from textiles to technology. These developments, alongside steady FDI and Online Performance, signal Bangladesh's emerging role as a significant player in South Asian trade.

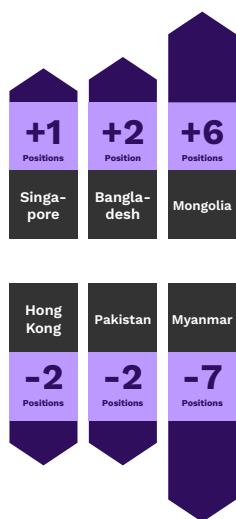
Mongolia's remarkable growth in FDI, particularly in its key sectors like mining and natural resources, combined with a consistent CBS Rating © (AAA), illustrates its burgeoning role in regional trade. This growth trajectory, achieved despite geographical and economic challenges, showcases Mongolia's resilience and potential as a dynamic trade partner in Asia.

Biggest Drops

Hong Kong's continued decline in the trade rankings with a five-position slip, marked by a reduction in D2 Digital Demand ©, mirrors the complex challenges it faces within the changing dynamics of the region. This trend underscores the need for Hong Kong to adapt its trade and economic strategies to maintain its status as a global financial center, navigating shifting geopolitical landscapes and evolving market demands.

Pakistan reverts to its 2019-2020 position at 16th place in regional ranking, primarily driven by slower growth in social media, signaling a need for greater emphasis on digital engagement and innovation. This trend highlights the importance for Pakistan to keep pace with its regional counterparts by enhancing its digital trade strategies and harnessing its market potential more effectively.

Myanmar's significant drop of seven positions in the trade rankings can be attributed to a notable decline in D2 Digital Demand ©, particularly in the Business Environment and Strategic Sectors, indicating challenges in these key trade areas. The downgrade in CBS Rating © from AA to BB reflects a shift in its online presence, transitioning from a previous web platform to the new DICA website. This change has also impacted social media engagement, contributing to its overall decline.



Asia Rank

Variation World Rank CBS Rating

#	Variation	Country	World Rank	CBS Rating
1.	↑ 1	China	5	BBB
2.	↑ 1	Singapore	7	AAA
3.	↓ 2	India	8	AA
4.	↑ 1	Japan	13	BBB
5.	↑ 1	Indonesia	18	AAA
6.	↓ 2	Hong Kong SAR, China	21	A
7.	-	Malaysia	22	A
8.	-	Korea, Rep.	25	BB
9.	-	Israel	26	A
10.	-	Thailand	28	AA
11.	↑ 1	Saudi Arabia	30	AA
12.	↓ 1	Viet Nam	31	A
13.	-	United Arab Emirates	33	AA
14.	↑ 1	Philippines	37	BB
15.	↑ 2	Bangladesh	41	AAA
16.	↓ 2	Pakistan	43	AA
17.	↓ 1	Taiwan	45	AA
18.	-	Kazakhstan	54	AA
19.	-	Iran	59	D
20.	↑ 1	Cambodia	64	A
21.	↑ 2	Georgia	67	AA
22.	↑ 2	Sri Lanka	69	BB
23.	↑ 2	Oman	76	BB
24.	↓ 2	Jordan	77	BB
25.	↑ 2	Qatar	84	AA
26.	↑ 6	Mongolia	86	AAA

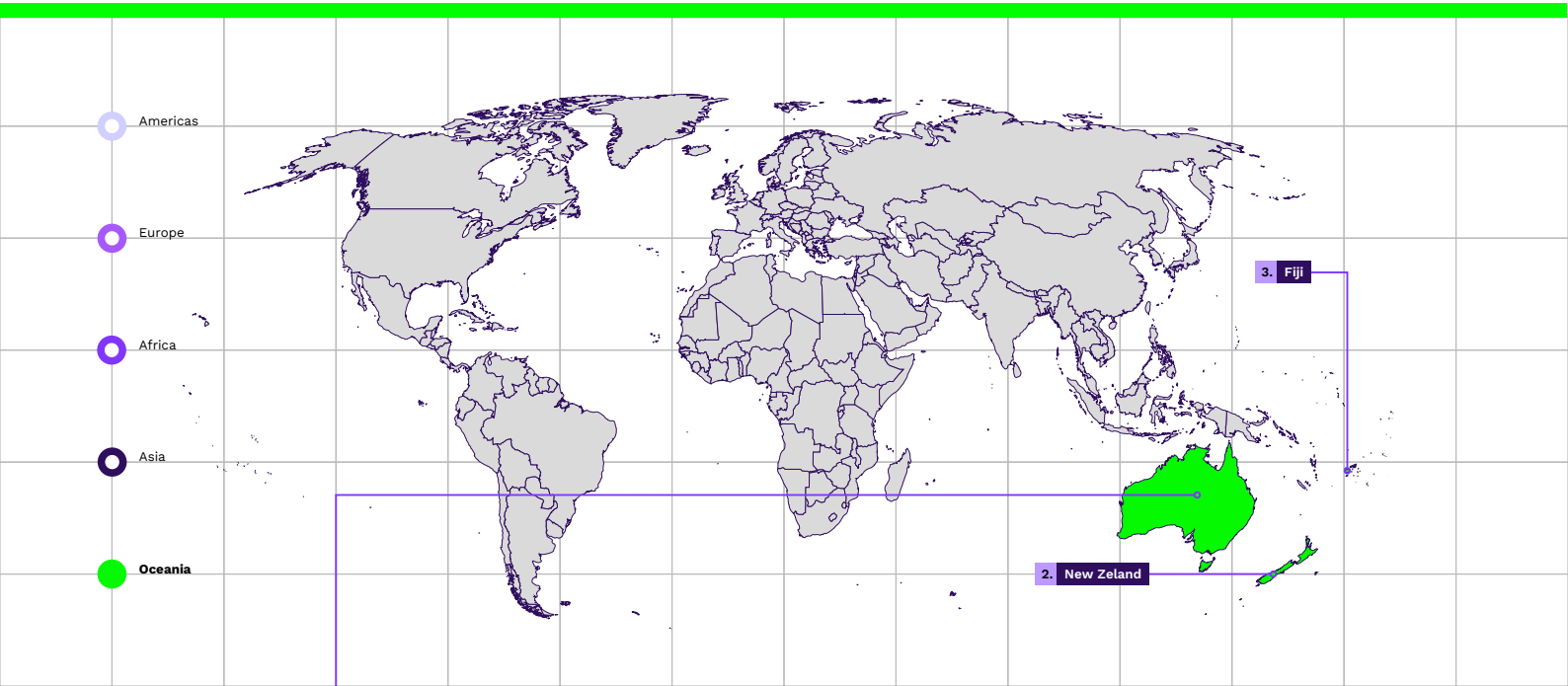
Asia Rank

Variation World Rank CBS Rating

#	Variation	Country	World Rank	CBS Rating
27.	↓ 7	Myanmar	89	BB
28.	↑ 1	Bahrain	93	CCC
29.	↓ 1	Lebanon	100	CCC
30.	↑ 6	Kuwait	105	BB
31.	↑ 4	Uzbekistan	107	BB
32.	↑ 5	Afghanistan	110	BB
33.	↓ 3	Lao P.D.R	119	CC
34.	↓ 8	Azerbaijan	120	BB
35.	↓ 1	Nepal	122	B
36.	↓ 3	Macao SAR, China	123	B
37.	↓ 6	Iraq	127	BB
38.	-	Brunei Darussalam	130	A
39.	↑ 1	Armenia	140	AA
40.	↓ 1	Tajikistan	141	AA
41.	-	Korea, D.P.R.	144	D
42.	↑ 2	Bhutan	150	A
43.	↓ 1	Turkmenistan	154	D
44.	↑ 2	Kyrgyzstan	162	B
45.	-	Maldives	166	B
46.	↑ 1	Palestine	168	BB
47.	↑ 1	Timor-Leste	173	BBB
48.	↓ 5	Yemen	178	B

Oceania

Australia, New Zealand and Fiji continue to lead



1. Australia

Australia remains a strong leader not only regionally, but also globally, reaching a remarkable 6th position worldwide mainly thanks to having one of the highest FDIs. Its slight decrease in D2 Digital Demand © contrasts with stable social media and online performance, reflecting Australia's ongoing efforts to balance its strong natural resource sectors with digital economic developments.

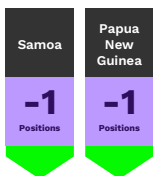
New Zealand sees an improvement in FDI and CBS Rating ©, moving from BB to BBB, which mirrors its efforts to boost trade through diversification and sustainable practices. While maintaining social media and online presence, a slight decrease in D2 Digital Demand © indicates areas for growth. New Zealand must increase its digital appeal to recover the of two-positions lost (globally) on this year ranking edition.

Fiji maintains stable performance across all metrics, indicating a steady yet cautious approach to trade.

Biggest Improvements and Drops

New Caledonia exhibits improvement, primarily attributed to a stronger digital identity fostered by its new website, enhancing its online performance and rating score. This development signifies the country's efforts to strengthen its digital presence, crucial for attracting trade. **Vanuatu** makes progress in across the board in D2 Digital Demand © metrics and reflects its ongoing efforts to enhance its digital identity, despite the absence of social media points.

Despite a well-optimized website, **Papua New Guinea's** content fails to meet the evolving demands of global trade, reflected in a decrease in FDI, D2 Digital Demand ©, and CBS Rating © from A to B. **Samoa** experiences a slight decrease in D2 Digital Demand ©, social media, and online performance, despite stable FDI, underscores the challenges small island economies face in a rapidly changing global trade environment.



Oceania Rank

Variation World Rank CBS Rating

#	Variation	Country	World Rank	CBS Rating
1.	-	Australia	6	A
2.	-	New Zealand	42	BBB
3.	-	Fiji	133	B
4.	↑ 1	New Caledonia	161	CC
5.	↓ 1	Papua New Guinea	171	B
6.	↑ 1	Vanuatu	177	B
7.	↓ 1	Samoa	184	D
8.	-	Palau	188	D
9.	-	Solomon Islands	193	D
10.	-	French Polynesia	194	D
11.	↑ 2	Kiribati	196	D
12.	-	Marshall Islands	199	C
13.	↓ 2	Cook Islands	200	D
14.	-	Tonga	204	D
15.	-	Tuvalu	206	D

Bloom Consulting Country Brand Ranking ©

Frequently Asked Questions

Why did Bloom Consulting develop its Country Brand Ranking?

Bloom Consulting created its Country Brand Ranking © as a means of evaluating the impact of Country Brand strategies. Our ranking is effective in analyzing the appeal of a Country Brand and is therefore useful as a tool for increasing a Country Brand's success.

How does Bloom Consulting Country Brand Ranking © differ from other similar rankings?

While other Country Brand rankings tend to focus on soft data, such as surveys and expert opinions, Bloom Consulting Country Brand Ranking © focuses on tangible data, analyzed with its D2 Digital Demand © software and relevant, proprietary statistical models. Furthermore, Bloom Consulting splits its Country Brand analysis in separate dimensions from its Bloom Consulting Nation Brand Wheel ©, instead of creating a combination of factors, thus providing a more detailed and thorough analysis in each specific dimension. While this report deals solely with trade, we also publish a Country Brand Ranking for Trade (Investment).

Who benefits from the information in the Bloom Consulting Country Brand Ranking ©?

Bloom Consulting Country Brand Ranking © is valuable for anyone who needs to measure their Country Branding performance in the area of Trade. Therefore, Ministries of Economy and National Trade Organizations (NTOs) can get valuable information for their short to medium term strategies and goals.

What is new in the 2024 / 2025 edition of Bloom Consulting's Country Brand Ranking ©?

The latest edition of the Bloom Consulting Country Brand Ranking © places more focus than ever before on the importance of the Digital Identity of countries. Hence, the online appeal and performance will have more of an influence on the success of a Country Brand. For this reason, both the D2 Digital Demand © variable and the online performance variable hold more weight in a country's final ranking.

What is D2 Digital Demand ©?

Bloom Consulting's D2 Digital Demand © is a proprietary tool developed for the sake of quantifying and measuring the total global search volume for country-specific, trade-related keywords across 20 languages. More information on www.d2analytics.io

How is it possible for a Country Brand to have both a poor CBS Rating © and a high overall position in the Country Brand Ranking?

A country's CBS Rating © evaluates the accuracy of its Country Brand strategy, as derived from a comparison between the strategic positioning of its NTO and the actual demand from tourists discerned by our D2 Digital Demand © software. Subsequently, although a country's total tourism receipts may be incredibly high, its tourism strategy may not be maximizing the Country Brand's full potential.

Why are some countries not featured in the Bloom Consulting's Country Brand Ranking ©?

A country that does not provide official data to UNCTAD will not be included in the Bloom Consulting's Country Brand Ranking © 2024/2025 edition. In some exceptional cases, a country has reported data directly to Bloom Consulting. If a country does not maintain official profiles on social media platforms, it is still included in the ranking, but receives a lower score for the fourth variable or CBS Rating ©.

What other services does Bloom Consulting provide aside from this Ranking?

Apart from Bloom Consulting Country Brand Ranking ©, Bloom Consulting develops integrated Country, Region, and City Brand strategies as well as Digital Identity assessments, Place Brand Analytics services, and Nation Brand measurement studies.

Bloom Consulting Country Brand Ranking ©

Glossary

D2 Digital Demand ©

Bloom Consulting's proprietary software for measuring the total search volume from the most important search engines across more than 20 different languages.

Investment Promotion Agency (IPA)

The national agency responsible for the Foreign Direct Investment promotion of its respective Country Brand. Country Brand Strategy Rating (CBS Rating ©).

Country Brand Strategy Rating (CBS Rating ©)

Bloom Consulting's rating technique, which evaluates the accuracy of an Investment Promotion Agency's strategic positioning.

Brandtags

A series of more than 30 distinct categories comprised of keywords used in online searches, each encompassing a different socio-economic and trade-related activity.

Bloom Consulting's Algorithm

Our proprietary equation which calculates a Country Brand's ranking by assessing key variables to elaborate the ranking.

Web Analytics

An online tool that analyzes the performance of an Investment Promotion Agency websites through variables such as the number of visits and amount of time spent on the site.

Thank you!

For more information please contact

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