

Export Monitor 2026

Consumer Signals for Export Growth

Global Consumer Pulse for Export Operations



Action-oriented consumer intelligence across 15 countries



Regional reports for Europe, Americas (AMS) and MENA, with regional total and country-level results



Combines official macroeconomic context with recent consumer data to support 2026 planning



Fieldwork:
23–30 April 2026



Online panel survey by
MainFrame



Nationally planned samples

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Research Design Principles

National representation built on geography and demographics



1 National Demographic Representation

Sample design is based on the latest census data and/or official population projections for age and gender distribution.



2 National Geographic Coverage

Selected country samples are planned to reflect the national geographic distribution of the population.



3 Education & Employment as Natural Outcomes

Education and employee status are not fixed as hard quotas; they reflect the natural demographic profile by age and gender.



4 Target Profile Tendency

Export Monitor mainly represents employed consumers and mid-to-high educated populations.

Country Coverage & Main Sample Size



Europe



France
800



Germany
800



Italy
800



Spain
800



UK
800



Americas (AMS)



USA
1000



Brazil
1000



Canada
800



MENA



Saudi Arabia
500



UAE
500



Egypt
500



Morocco
500



Other Markets



India
1000



Australia
800



South Africa
800



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Study Scope & Key Insight Areas

Designed to guide export managers and companies planning to expand export operations



1. Macroeconomic Context of Selected Countries & General Assessment

Provides an official macro view of selected countries and shows how consumers are navigating the current economic environment.

Connects macro indicators with Export Monitor findings to support actionable 2026 planning.



2. Consumer Profiling

- International Brand Purchasing Behaviour in the Last 12 Months
- Barriers to International Brand Purchasing
- Impact of Economic and Political Conditions on Consumption



3. Consumer Financial Profiling

- Household Financial Situation vs. 12 months ago
- Share of Wallet Net Balance in 10 categories
- Purchase Drivers for International Brands / Products
- Online Shopping Drivers



4. Channel Analysis

- Discovery Channels for New Brands / Products
- Channel Preferences by Category



5. Made in [Country] Perception

- Perception of 10 key product countries, including Türkiye
- Helps interpret competitor and partnership context



6. Travel / Tourism

- International travel intentions in 2026
- Countries planned to be visited for business, leisure or healthcare



Action-oriented insights for 2026 sales, marketing and export planning.



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Nationally planned samples

Contact for Export Monitor 2026

Get in touch for report access, pricing and additional information.

Our team is ready to provide the insights and support you need to make smarter export decisions in 2026.



Contact our team



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Regional reports available for Europe, MENA and AMS.

Each report combines official macroeconomic context with recent consumer data to support 2026 planning.



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