



اَوْنِيُوْرَسِيْتِيْ بِاْتِيْكَوْلُوْ كِيْ بِاْمَارَا

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1.1.1 UNITED STATES

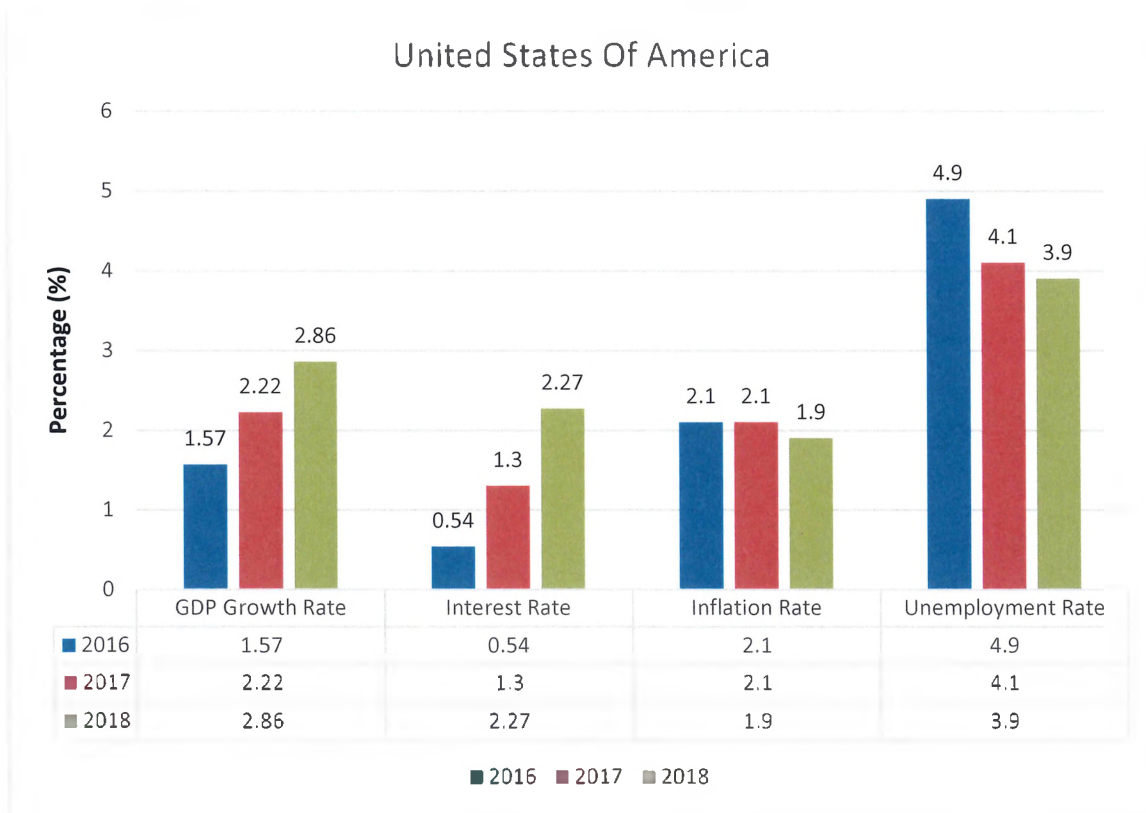


Figure 1.5: U.S.A's Economic Indicators.

United States of America is considered as a major economic player, ranked alongside Russia and China. The economy of the United States is a highly developed market economy and the world's largest economy by nominal GDP and the second-largest by purchasing power parity.

Based on the chart above, we could see an uptrending momentum from the GDP growth rate. This overall means that the economy of United States is growing fastly. The GDP growth rate plunged from 1.57 percent in 2016 to 2.22 percent in 2017 and increased steadily in 2018, reportedly the GDP growth rate was at 2.86 percent. The main driver behind the growth of United States' GDP is because an increase in personal consumption. Consumer spending contributes 69 percent of total United States production. The personal consumption make up such a huge part of the U.S economy because it has a large domestic population It is like a huge test market for new products. This is an advantage for U.S businesses as they already know what consumer wants.