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Entering a new market can be a game changer for businesses in the consumer industry, but it can come with some significant legal risks. Consumer protection laws, supply chain issues, product regulation, data privacy issues, intellectual property challenges, and changing tariffs and customs all could impact your entrance in a new environment. Whether a global player, a start-up, or a foreign investor, our Doing Business publications will help you to smoothly conduct your consumer business, identify the legal snags, and determine how best to maneuver.

Doing Business in Vietnam: Consumer Sector

Vietnam is one of the most dynamic emerging markets in Southeast Asia. A population of more than 96 million – 70% of whom are under the age of 35 – experiencing rapid and continuing growth in discretionary income has fueled a consumer spending boom that is expected to continue well into this decade. The middle class, which currently accounts for 13% of the population, is expected to double by 2026, and Vietnam's younger generation are rapid adopters of new technologies and voracious consumers of both goods and services.

Doing Business in Indonesia: Consumer Sector

As the fourth most populous country in the world, with the bulk of its population being working age, an e-commerce boom and a rapidly-growing middle class, Indonesia is a ripe market for consumer products. Many companies are expanding into the fast moving consumer goods and fashion industries.

The Indonesian consumer products market is highly regulated; for example, distribution approval is required for cosmetic products and food/beverages; there is a national standard certification for specific products; halal certificates are required in some cases; and animal feed products or ingredients must be registered.

Doing Business in the UK: Consumer Sector

The UK's consumer sector has shown resilience against the backdrop of challenging political and economic conditions. Consumers in the UK remain willing to spend; however, the way in which they do so is changing, with e-commerce accounting for around 20 percent of retail sales in 2019. Meanwhile, regulation attempts to keep pace with the changes in both consumer

behaviors and the geopolitical landscape. For those seeking to do business in the UK, an understanding of how to best navigate this legal and regulatory environment has never been more crucial to success.

Whether you are already well established in the UK or looking to enter the market, this overview provides a guide to navigating legal pitfalls and successfully conducting business in the UK's dynamic consumer sector.

Doing Business in Singapore: Consumer Sector

In 2019, Singapore was ranked no. 2 for “Best Country in the World to do business” by the World Bank. Singapore is seen as a gateway to the Asian markets, where spending by 3.2 billion middle-class consumers could hit US\$55 trillion by 2030. Attuned to the similarities and differences between Western and Asian consumers, as well as the diversity within Asia, Singapore has been the choice of many multinational corporations in the consumer sector that have set up their regional headquarters here.

There are many reasons for this, including the openness of Singapore's economy, its general financial stability, government incentives, extensive network of double tax treaties, strong infrastructure, and reputation for fairness and impartiality in commercial law.

Doing Business in Germany: Consumer Sector

Germany should not be a blank spot on your company map. Located at the center of Continental Europe, it is the world's fourth biggest economy and the home of some of the biggest companies in the world. It plays a key role in the EU and is a motor of the European economy.

At the same time, the consumer industry is one of Germany's largest industries: with a population of almost 83 million, there is plenty of business to do. No surprise that every industry giant and numerous multinationals from all around the globe are present here. Whilst Germany has a well-organized legal system, it is dominated by a sometimes complex mix of national and EU legislation, and there are some significant legal pitfalls.

Doing Business in the United States: Consumer Sector

The United States has the most well-developed consumer economy in the world, with approximately US\$13.2 trillion in annual consumer spending, the world's highest per-household spending, and retail space per capita that is more than twice that of the most retail-heavy European country. Not surprisingly, the U.S. has developed a sophisticated regulatory framework focused on consumer protection, product safety, ensuring fair competition, and encouraging innovation. While entering the U.S. environment can be a game changer for businesses in the consumer industry, it comes with some significant legal risks.

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