



WHY THE U.S. MARKET for FOREIGN COMPANIES?

U.S. GDP is about \$20 USD trillion

U.S. Consumer purchases are \$21 USD trillion

U.S. Population: 328 million 127.59 million U.S. households

The U.S. has listed 30.2 million businesses

U.S. Median household income is \$63,179 and increasing

The U.S. National Highway System consists of over **161,000 miles** which includes the Interstate System and portions of other functional systems

The United States is, by far, the largest advertising market in the world. In 2021, more than **285 billion U.S. dollars was spent on advertising** in the United States, virtually reaching every target market multiple times.

U.S. diversified conventional and digital advertising can virtually reach any desired consumer, even in remote rural areas. In 2021, the United States spent roughly **153 billion on internet ads**, making it the largest advertising medium by far that year

For the first time in history, private equity is on track to invest more than **\$1 trillion in American businesses**. Banking and non-banking financing is available for qualified businesses.

In 2020, the consumer credit outstanding in the U.S. amounted to approximately **4.17 trillion U.S. dollars**

In the year 2022, the value of **trade goods and services imported by the United States was around US \$4 trillion.**

Reviewing these numbers and facts, it is clear that the U.S. is the largest and most accessible market in the world. However, to be successful, a U.S. market entry must be investigated in great detail and carefully planned for. In business since 1981, Coaching Professors, Inc. is here in the U.S. to help you.