

**Competitiveness** is a measure of the comparative advantage or disadvantage of [enterprises](#) , industries, regions, countries or supranational economies like the [European Union \(EU\)](#) in selling its products in international markets. It refers to the ability to generate relatively high income and employment levels on a sustainable basis while competing internationally.

## Related concepts

- [Export](#)

## Statistical data

- [International trade in goods](#)
- [International trade in services](#)