

Affluent Consumers: Who Are They and How Best to Capture Them

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Abstracts

This report provides insights into affluent consumers globally – those with net wealth between US\$100,000 and US\$1 million across the entire income spectrum. When assessing the potential of a consumer market, businesses usually focus on income – the distribution of it and the levels of income enjoyed by households and consumers. Wealth, however, is often overlooked and yet it is also an important factor that could impact the purchase potential.

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