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Affordable Luxury in Emerging and Developing Markets and the Impact

https://marketpublishers.com/r/AD0292F2FCCEN.html
Date: July 2016
Pages: 46
Price: US$ 1,325.00 (Single User License)
ID: AD0292F2FCCEN

Abstracts

With rising incomes and greater exposure to Western cultures, the habits, tastes and needs of the new middle class emerging market consumer evolve - shoppers seeking aspirational, high quality brands at the best prices. Following The Quest For Value in Developed Markets and Market Impact, we identify opportunities in the “affordable luxury” segment in emerging and developing countries, spanning many products and services, ranging from packaged foods and foodservice to fashion and electronics.

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