

Affordable Luxury in Emerging and Developing Markets and the Impact

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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.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International’s vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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