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Consumer Lifestyles in Latin America

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Abstracts

The middle class in Latin America continues to expand, and consumers increasingly enjoy rising disposable incomes, driving growing demand for a wide range of goods and services. The population is ageing, as a result of declining birth rates and rising life expectancy, and the number of consumers aged 65+ years continues to grow. The sustained flow of rural residents to cities in order to find better lives ensures that Latin America will remain among the most urbanised regions in coming years.

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Contents

Introduction
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