

# Cultural Diversity and its Impact on Global Consumer Markets

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## Abstracts

Strong migration flows, combined with higher birth rates among minority populations, have led to an unprecedented level of ethnic, cultural and religious diversity in developed markets. This, along with ethnic minority consumers' rising incomes, is profoundly impacting lifestyles and shopping behaviour within Western societies. This global report identifies the new opportunities open to marketers and the shift from traditional ethnic marketing to "marketing in a multicultural world".

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