

# Emerging Market Households

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## Abstracts

Emerging and developing countries are undergoing profound and wide-ranging demographic and social changes, unique from the trends experienced by advanced economies. This strategy briefing will look to analyse households trends specific to emerging markets over the past 15 years, and their impact on local consumption and lifestyles. The focus is on new household values, the impact of urbanisation on consumption, and the evolution of real-estate markets.

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