

# Global Migration and Population Diversity: Trends, Market Impact and Opportunity

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## Abstracts

Global migration is a key feature of today's interconnected world, driving changes in the economy, society and consumer market. Immigration has been the main source of population growth in developed countries, while emigration can foster knowledge transfer and boost income. Companies nowadays need to adapt to a more diverse consumer base and seize the various opportunities brought about by migration in the retailing, food, beauty, fashion, real estate and financial sectors.

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