

Global Overview of Consumer Expenditure to 2030

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Abstracts

Global consumer spending growth will remain static through to 2030, as growth in emerging markets is not expected to rebound to pre-2011 levels while households in developed markets will rein in their spending amid uncertainties. However, there will still be plenty of opportunities for businesses that can adapt to the changing consumer landscape, which features among other things the rise of single-person households, population ageing, urbanisation, and the spending boom in Asia.

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