

Households in Latin America

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Abstracts

A large proportion of Latin American households is urbanised, which makes them an attractive market for household goods and services targeted at urban areas. However, a growing population, unstable economies, congested megacities, and the decline of the nuclear family are expected to put additional pressure on resources in the region. This report analyses key household datasets for the region, both as a comparison to other regions and on a country-by-country level.

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