

How BRICS Consumers Behave

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Abstracts

With growing economies, rising incomes and expanding middle classes, the five emerging countries that form the BRICS (Brazil, Russia, India, China, South Africa) offer a wealth of potential for consumer goods companies facing stagnant demand in the West. However, these markets are far from homogeneous and each has its own advantages and pitfalls. This new global report compares and contrasts the characteristics and buying behaviour of BRICS consumers, and identifies future opportunities for grow...

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