

Middle Class Consumers: Values and Priorities

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Abstracts

Middle class consumers are often the chief target of consumer-focused businesses because of their large size and discretionary spending power. In order to reach middle class consumers, however, companies need a deep understanding not only of their income and expenditure levels, but also their spending priorities, values and attitudes. While these differ significantly between developed and emerging countries, middle class consumers in emerging markets can also be extremely diverse.

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