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Midlife Women: Embracing Power and Avoiding Invisibility in Global Consumer Markets

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Abstracts

This report explores the lives of midlife women. Despite their number, spending power and contribution to the labour force, many wonder why they are ignored. In mature markets midlifers are the big spending Boomers. In emerging markets they are a more diverse generation, but getting richer. As the world's population ages, will this invisibility continue? Or is it time for midlife women to embrace their power and change the world?

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