

New Consumer Landscape: A Global Overview

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Abstracts

Today's consumer is diverse, not only along the lines of race, ethnicity, age, income, education and urban-rural locations, but also in terms of their behaviours, values and priorities. The environment and the setting in which they live are also changing and play a role in shaping and changing consumer needs and perspectives. Companies need to have a deep understanding of the new consumer landscape in order to keep up with changing consumer demands and capitalise on new opportunities.

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The consumer is changing

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