

New Consumer Landscape: Households and Homes

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Abstracts

It is important to understand how urbanisation is being driven in emerging markets, and how new suburban developments are occurring in developed markets, what changes in household types and sizes will occur, and how the modern home will evolve, owing to increased connectivity. Being aware of these changes in dynamics will give companies the opportunity to develop short-term and long-term strategies to remain competitive in a changing household environment.

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