

New Emerging Markets: Nigeria, Indonesia, Mexico, The Philippines and Turkey

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Abstracts

With their growing economies, rising incomes and young, expanding populations, the five emerging markets of Nigeria, Indonesia, Mexico, Philippines and Turkey offer a wealth of opportunities for marketers facing stagnant demand in developed markets. However, these countries are far from homogenous, each with its own advantages and drawbacks. Following on from our recent BRICS report, this new global study compares and contrasts the “NIMPTs” and their potential as consumer markets.

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