

# The Next Billion Consumers

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## Abstracts

The next billion consumers represent new growth opportunities worth trillions of dollars in consumer spending across the globe. However, the next billion consumers are not a monolithic cohort, as they vary hugely from market to market. In order to capture and capitalise on these new opportunities, companies need to understand who the next billion consumers are, where they come from, what drives their spending, and what are their needs, preferences and behaviours.

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