

Population Change as a Megatrend Driver

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Abstracts

The recent past has seen enormous population changes including rapid urbanisation, accelerating migration and population ageing. These changes are set to continue in the future with far-reaching implications. They play a powerful role in driving the most influential megatrends impacting consumer markets. These megatrends include Healthy Living, Ethical Living, Connected Consumers, Shopping Reinvented, Middle Class Retreat, Premiumisation, Experience More and Shifting Market Frontiers.

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