

Post-Recession Spending Characteristics in Developed Markets

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Abstracts

The year 2017 marks a decade since the global credit crunch and subsequent downturn that had a lasting impact on the way people think, spend and shop. With economic recovery finally on the horizon, a new generation of savvy, connected and more cautious consumers are taking stock of their values and priorities. This first of two reports focuses on income and expenditure patterns and attitudes towards spending, saving and borrowing in developed markets.

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