

Post-Recession Spending Characteristics in Emerging and Developing Markets

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Abstracts

2017 marks a decade since the global financial crisis and subsequent downturn that had a lasting impact on the way people think, spend and shop. While emerging and developing markets fared best in terms of economic growth, their expansion has slowed and a new generation of young, middle class consumers are reassessing their values and priorities. This second of two reports focuses on income and expenditure patterns, and attitudes towards spending, saving and borrowing in key emerging markets.

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