

Rural Households: Challenges and Opportunities

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Abstracts

Rural households present major opportunities for businesses to expand their footprint in new territories and markets. Rising incomes, growing tech penetration, and strong demographic indicators make rural consumers an appealing proposition. However, challenges that include logistics, rural flight, and poor facilities are obstacles for business. This report will illustrate the evolution of rural regions, alongside the challenges and opportunities present within them.

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Rural Households: Challenges and Opportunities



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