

# Shifting Market Frontiers: Identifying Asia Pacific's Secondary Cities for Retail Investment

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## Abstracts

The Asia Pacific region is expected to be at the forefront of global economic growth in the 21st century. Its major cities have historically been the principle drivers and locations for retail investment, however across certain countries, most evidently China, there is a growing shift of activity towards smaller urban regions thanks to rising incomes and improving standards of living. Still, this is not a uniform trend as other markets in the region are still more dependent on their major cities...

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