

Targeting Consumers at the Bottom of the Pyramid in Developed Markets

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Abstracts

In developed markets, the middle class is typically considered the consuming class and is, therefore, the key target of consumer-focused businesses. It is, however, important to note that consumers at the bottom of the pyramid also represent a substantial market, and that they can often afford to spend on more than just essential goods. Insights into their behaviours, values, and priorities can help businesses capture this consumer segment and grow.

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