

Urban Households: Challenges and Opportunities

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Date: September 2017

Pages: 26

Price: US\$ 1,325.00 (Single User License)

ID: UE9DBB4287EEN

Abstracts

Urbanisation is a constant theme among households, as it shifts the demographics and economics of consumption and development. The continued expansion in urban households worldwide brings massive challenges in ensuring sufficient urban jobs and infrastructure, but it also brings about investment opportunities and creates vibrant new markets. This Strategy Briefing will analyse both the prospects and the obstacles, while providing an array of case studies focused on urban markets.

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