

# Consumer Buying Behaviour in Emerging Markets

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## Abstracts

### Executive Summary

A huge wave of urbanization is driving growth in the emerging markets globally. This fast rising urbanization has brought about a movement in the global economic balance toward the east and the south. Research shows that the consumer spending in emerging markets such as India and China is expected to triple by the year 2020. It is imperative to have an understanding of the fast-moving trends that are influencing consumer mind-set in these markets in order to effectively capture the interest of the target audience.

### Why should the report be purchased?

The report “Consumer buying behaviour in emerging markets” studies the changing consumer behaviour in emerging markets and highlights the upcoming trends. The current market scenario and future prospect has also been examined along with studying the consumer behaviour in BRIC countries. The report contains latest verbatim of industry experts.

### Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key industry sources has been analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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