

## Emerging Markets' Middle Class Consumers in the Coronavirus Era

July 2020

Table of Contents

COVID-19 to hit emerging and developing economies hard New members of the middle class risk falling back into poverty Middle class to cut back all discretionary spending Spotlight on China: middle class tightens their purse strings... ... and look for ways to simplify their lives Alibaba: capitalising on China's booming second-hand market In summary: impacts of COVID-19 on the middle class Definitions of the three scenarios of a more severe outbreak Scope and analytics tools

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/emerging-markets-middle-class-consumers-inthe-coronavirus-era/report.