

Consumer Market Flashpoints: Rising Inequality

October 2023

Table of Contents

INTRODUCTION

Scope

Key findings

Rising inequality is a flashpoint with fundamental and direct impacts on businesses

THE BOTTOM OF THE PYRAMID GAINS IN IMPORTANCE

Rising inequality means more attention to the bottom of the pyramid

Spending patterns of low-income consumers

The BoP is not a homogenous market

Kindroom lets renters swap skills for housing

Moni builds business model on community and trust

Addi facilitates more convenient payment solutions for Brazilian BoP

Strategies that work with BoP consumers

BUT IT'S NOT A RACE TO THE BOTTOM

The middle class still matters greatly

Competing solely on low prices can lead to a race to the bottom

Walmart understands that middle-class households prize convenience as much as price

2nd Street thriving on quality and value

Chosen Ones by TG taps into Indian middle-income consumers' interest in reusing

Serving the squeezed middle class

A MATTER OF RESPONSIBILITY AND REPUTATION

Business has a crucial role to play in reducing inequality

Ansaar Management Company caters to BoP need for housing

Tony's Chocolonely missions for a 100% slave-free supply chain

The Coca-Cola Foundation addresses food insecurity in Sri Lanka

Actions to help tackle inequality and enhance business reputation

CONCLUSION

Key takeaways

Rising inequality: How to win

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/consumer-market-flashpoints-rising-inequality/report.