

# Next Generation Emerging Markets in Asia Market 2017- Develop Strategies Based on the Latest Regulatory Events

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## SUMMARY

WiseGuyReports published new report, titled "Insights from GlobalData's Next Generation Emerging Markets Survey".

"Insights from Next Generation Emerging Markets Survey 2016 - Asia", report provides an overview of key insights into the attitudes and shopping behaviors of consumers living in three next-generation emerging market countries in Asia, using primary research into 15 next generation emerging economies across Africa, Asia and Central and South America, where consumers in these countries were asked to identify their key spending drivers, health and wellness concerns and eating preferences.

With the rise of living standards in Next Generation Emerging Markets, consumer behavior and attitudes towards FMCG products are changing. This report provides an overview of key insights into the attitudes and shopping behaviors of consumers living in three next-generation emerging market countries in Asia, using primary research into 15 next generation emerging economies across Africa, Asia and Central and South America, where consumers in these countries were asked to identify their key spending drivers, health and wellness concerns and eating preferences.

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## Scope

- The surge in disposable income of NGEM Asian consumers is resulting in growth in shoppers' spending power and confidence.
- Perceptions of health and wellness are important influencers of buying decisions at the shelf among NGEM Asian consumers.
- Consumers in NGEM Asia are favoring the convenience of eating out and getting take-away.
- Consumers in NGEM Asia appear to be hesitant about experimenting with products from different cultures or countries, which is a promising opportunity for domestic companies to innovate.

## Key points to buy



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Next Generation Emerging Markets

- Gain insight into NGEM consumers in this specific region.
- Discover the trends that are driving or changing the market in various industries.

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Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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