



# Next Generation Market Analysis 2017 (By Segment, Key Players and Applications) and Forecasts To 2022

*Next Generation Global Market Share, Opportunities, Segmentation and Forecast to 2022*

PUNE, INDIA, September 11, 2017 /EINPresswire.com/ -- Summary

"Insights from [Next Generation](#) Emerging Markets Survey 2016 - Central and South America", report provides an overview of key insights into the attitudes and shopping behaviors of consumers living in five next generation emerging market countries in Central and South America, 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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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 6 next generation emerging market countries in Africa, 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.

## Scope

- The surge in disposable income of NGEM Central and South American consumers is resulting in growth in shoppers' spending power and confidence.
- Perception of health and wellness are important influencers of buying decisions at the shelf among NGEM Central and South American consumers.
- Consumers in NGEM Central and South America are warming up to prepared and packaged meals.
- Younger consumers are more willing to experiment with products from different countries/cultures.

## Reasons to buy

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

## Table of Content: Key Points

Executive Summary

NGEM Central and South America Overview

Spending trends of NGEM Central and South American consumers

Key factors influencing NGEM Central and South American consumers

Key concerns affecting NGEM Central and South American consumers

Eating preferences and attitudes of NGEM Central and South American consumers

NGEM Central and South American consumers' attitudes towards international and local products

Innovation Snapshot

...Continued

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