



Euromonitor
International

Income and Expenditure in Asia Pacific

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The highest savings ratio globally due to a desire for security

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Short-term consumer market outlook clouded by economic uncertainty

REGIONAL CONSUMER EXPENDITURE

Spending on essentials to remain high due to rising prices

Expenditure on transport and hospitality to rise at the fastest pace

Asia Pacific to remain fragmented in terms of household expenditure

The need for family-orientated goods and services to remain high

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Middle-aged consumers to shape demand for higher-value products

Lowest income class to expand at the fastest pace

Social businesses seek to promote employment in the region

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Azerbaijan : Middle-income households

Azerbaijan: Essential spending by middle-income households

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China : Middle-income households

China : Essential spending by middle-income households

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