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

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