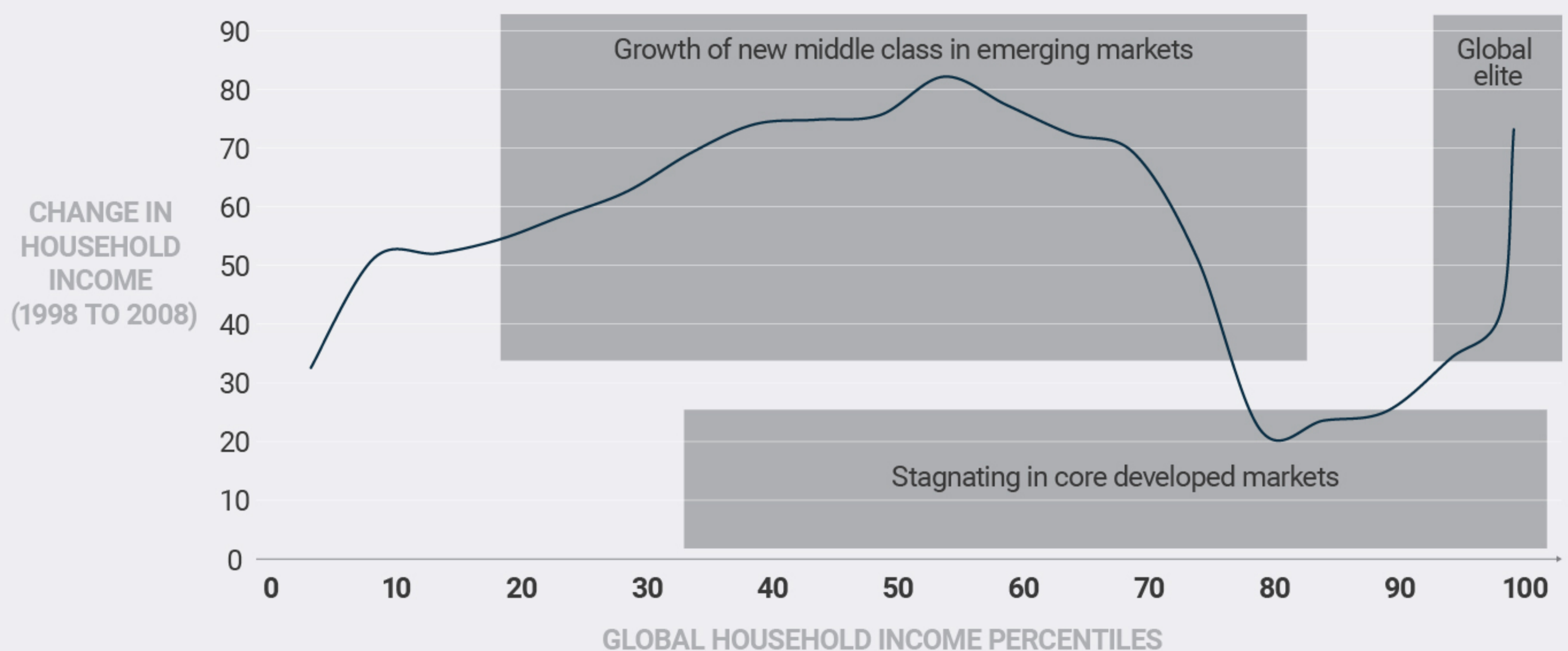


Income inequality: an existential crisis in the consumer goods industry

GLOBAL INCOME INEQUALITY IS DRIVING STAGNATION IN CORE DEVELOPED MARKETS



Source: Branko Milanovic, *Global Inequality: A New Approach for the Age of Globalization*, 2016

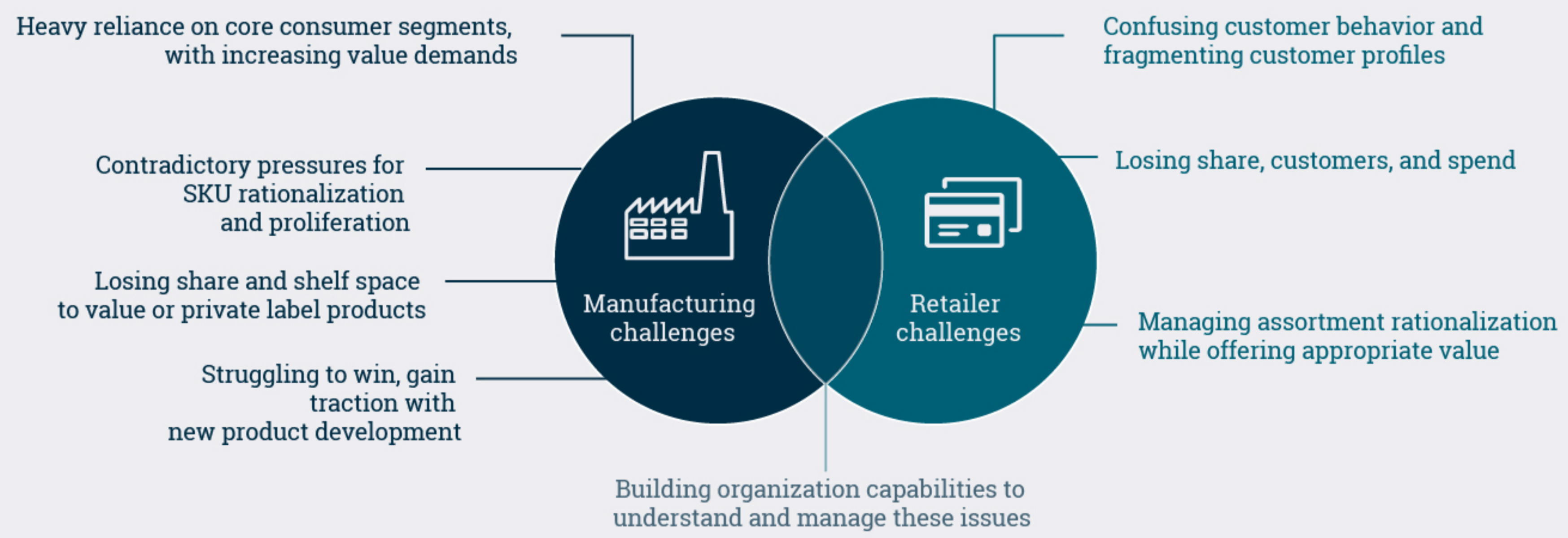
CONSUMERS ARE COPING BY MAKING SPECIFIC, BUT NOT CONSISTENT, VALUE CHOICES



HOW PEOPLE DETERMINE QUALITY VERSUS PRICE IS COMPLEX AND CHANGING



INCOME INEQUALITY PRESENTS MAJOR CHALLENGES TO THE MODERN CONSUMER GOODS INDUSTRY



A FIELD STUDY: HOW RETAILERS STOCK SHELVES IN DIFFERENT INCOME ZONES

