



# Consumer Market Flashpoints: Rising Inequality

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## 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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