



ASEAN CITIES SUMMIT 2015

THE AGE OF ASEAN CITIES

FROM MIGRANT CONSUMERS
TO MEGACITIES

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Nielsen



An event from FINANCIAL TIMES **LIVE**

**You are a product of
your environment.**

W. CLEMENT STONE



WHERE YOU
LIVE
INFLUENCES

WHAT YOU BUY



CONSUMPTION

JOB'S YOU TAKE



CAREER

HOW YOU
COMMUNICATE



CONNECTIVITY



632M

IT'S NOT A SIMPLE EQUATION



RURAL AREAS
AND SMALL
TOWNS/
VILLAGES



LARGE TOWNS
AND
SMALL CITIES



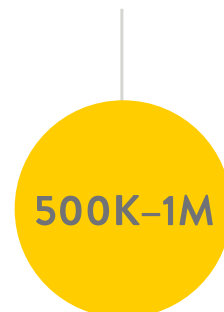
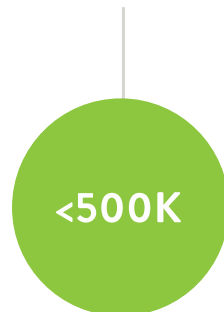
MID-DENSITY
CITIES



MIXED-DENSITY
CITIES



SUPER- AND
MEGACITIES



URBAN POPULATION SIZE

LARGE TOWNS AND RURAL REIGN

GROWTH: IN BIG CITIES OFF A SMALL BASE

IN 2025:
694.5M **PEOPLE**

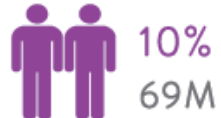
RURAL



LARGE TOWNS



HIGH



MIXED



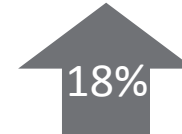
MID



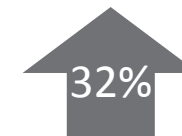
-6.3M



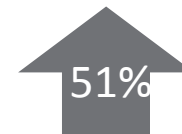
+35.6M



+16.7M



+17.7M

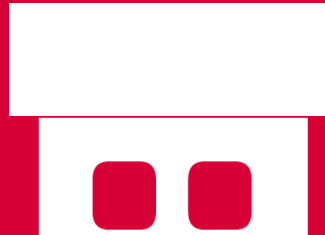


-0.9M

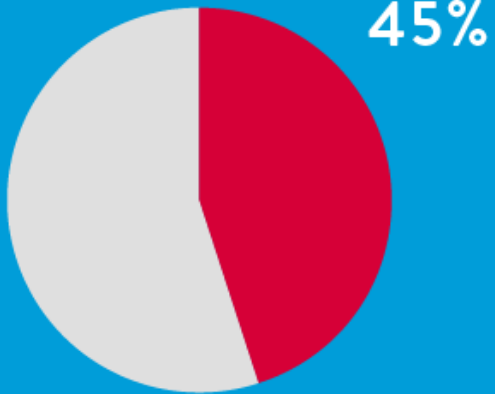




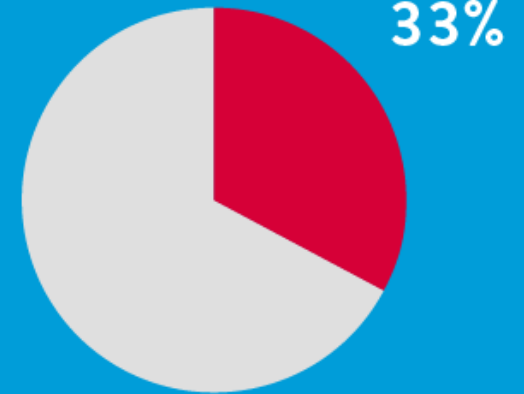
ASEAN
+ CHINA AND INDIA

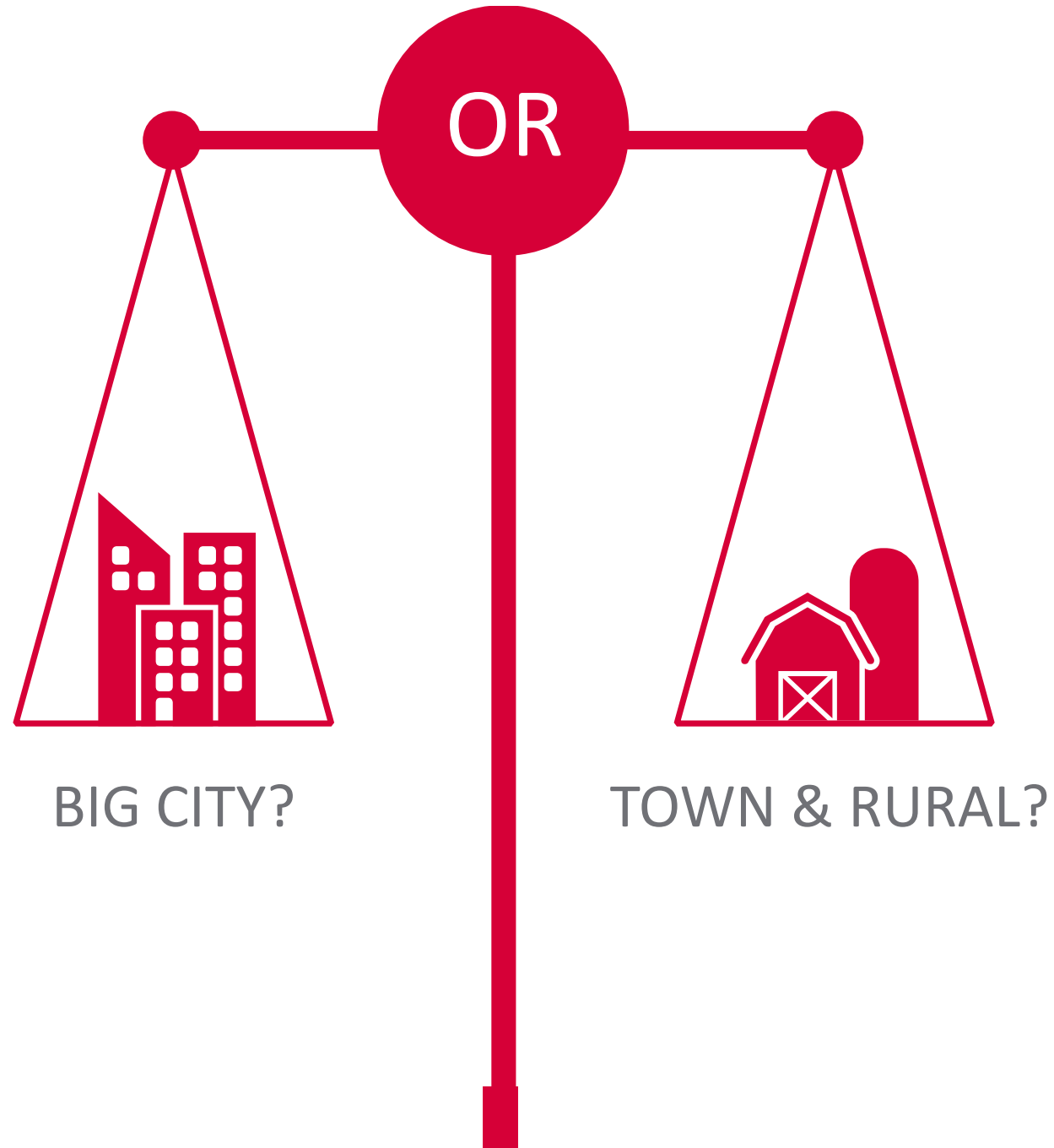


ASEAN



% OF
URBAN
POPULATION
2025
CITIES OVER 1M





CONSUMER STRATIFICATION



MILLENNIALS

AGE

SILVER TIDE



LOW INCOME

WEALTH

MILLIONAIRES



SINGLE UNIT

HOUSEHOLD SIZE

FAMILY UNIT



RURAL

LOCATION

URBAN



LOW

EDUCATION

HIGH



LIMITED

ACCESS TO
TECHNOLOGY

24/7



TRADITIONAL/
MODERN TRADE

ACCESS TO
PRODUCTS

E-COMMERCE





SECONDARY
CITIES



DISTINCTLY
DIFFERENT
NEEDS



DIGITISE
YOUR
STRATEGY



DESIGN FOR
DENSELY
POPULATED
CITIES

