EMERGING-MARKET CONSUMERS ARE ONLINE

Nearly 1 billion more people in these markets will be using the internet by 2022.

DIGITALLY INFLUENCED PURCHASES ARE GROWING

Information gathered online can strongly affect sales offline.

CHINA: A car buyer in Beijing logs into her laptop, checks her email, and checks out the latest models on a smartphone before walking into a show room

INDONESIA: A young bank executive in Jakarta starts to browse the site of a new car dealer, before walking into a dealership

KENYA: A young bank executive in Nairobi checks out the latest smartphone models on the rising mobile phone chain, before deciding to buy a first gadget

Notes:
This infographic is based on a BCG report that debuted at the 2018 Summer Davos in Tianjin, titled “Digital Consumers, Emerging Markets, and the $4 Trillion Future.”

Sources:

Notes:
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