

# SOUTHEAST ASIA

## HAS IT ALL

3 key trends to help businesses understand one of the world's fastest growing economies from 2015 to 2025

### POPULATIONS ARE SHIFTING

JOB  
HEALTH  
REFORM  
SECURITY  
EDUCATION

**10**  
DRIVERS  
OF CHANGE

CHANGING ATTITUDES  
INFRASTRUCTURE  
TECHNOLOGY  
INVESTMENT  
POLITICS

### 5 HABITATS



Rural and small towns/villages



Large towns and small cities



Mid-density cities



Mixed-density cities



High-density cities

#### SAMPLE CITIES

Lampang  
Manado  
Kuantan

Chon Buri  
Johor Bahru  
Bacolod

Samut Prakan  
Surabaya  
Davao City

Bangkok  
Jakarta  
Singapore

### RURAL AREAS AND SMALL TOWNS REIGN

IN 2025:  
**694.5M PEOPLE**

RURAL  
47%  
324.3M

LARGE TOWNS  
33%  
231.8M

HIGH  
10%  
69M

MIXED  
8%  
52.7M

MID  
2%  
16.8M

### DISTINCTLY DIFFERENT NEEDS

WHO IS THE ASEAN CONSUMER?



MIDDLE CLASS



MIDDLE AGE



MILLENNIALS



MILLIONAIRES



MULTI-SCREENERS



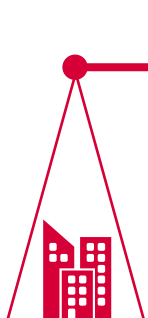
MOBILE SHOPPERS



MARKETING SAVVY

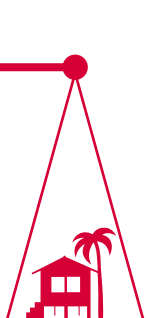
## CAN YOUR BUSINESS WIN THEM ALL?

Understand fundamental changes. Gauge future demand. Capture economic opportunity.



BIG CITY?

OR



TOWNS AND RURAL?



TRADITIONAL



MODERN TRADE?



AFFORDABLE

OR



PREMIUM PRICING?



SINGLE



MULTIPLE PACK SIZE?



MASS

OR

PRECISION MARKETING



For more information, check out Nielsen's report on

## THE AGE OF ASEAN CITIES

FROM MIGRANT CONSUMERS TO MEGACITIES

[www.nielsen.com/apac](http://www.nielsen.com/apac)

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