

Growth in Asean's consuming class

Segment	Average annual income (US\$)	Population (million)	New consumers (m)*	Upgrading consumers (m)*	Change (%)
Consuming class	Affluent >\$50,000	2.7 1.7 4.4	-	2	63
	Upper mass \$15,000 - \$50,000	12 10 22	-	11	82
	Mass \$5,000 - \$15,000	59 36 95	23	24	61
	Common Mass \$3,500 - \$5,000	42 14 56	37	-	33
	Total	116 61 177	60	37	53
	Potential additional spending pool (US\$b)		278	493	

■ 2012

■ 2020 forecast growth

*Scenario-based

Source: Accenture analysis based on data from Euromonitor International, 2013