








# 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
	<b>Total</b>		 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