

The World Consumer Outlook 2025

The Resilient Consumer

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World Consumer Outlook 2025

- The resilient consumer
- Gen-Z vs 50+ Years
- Category Growth Forecasts
- Views from 2 business leaders



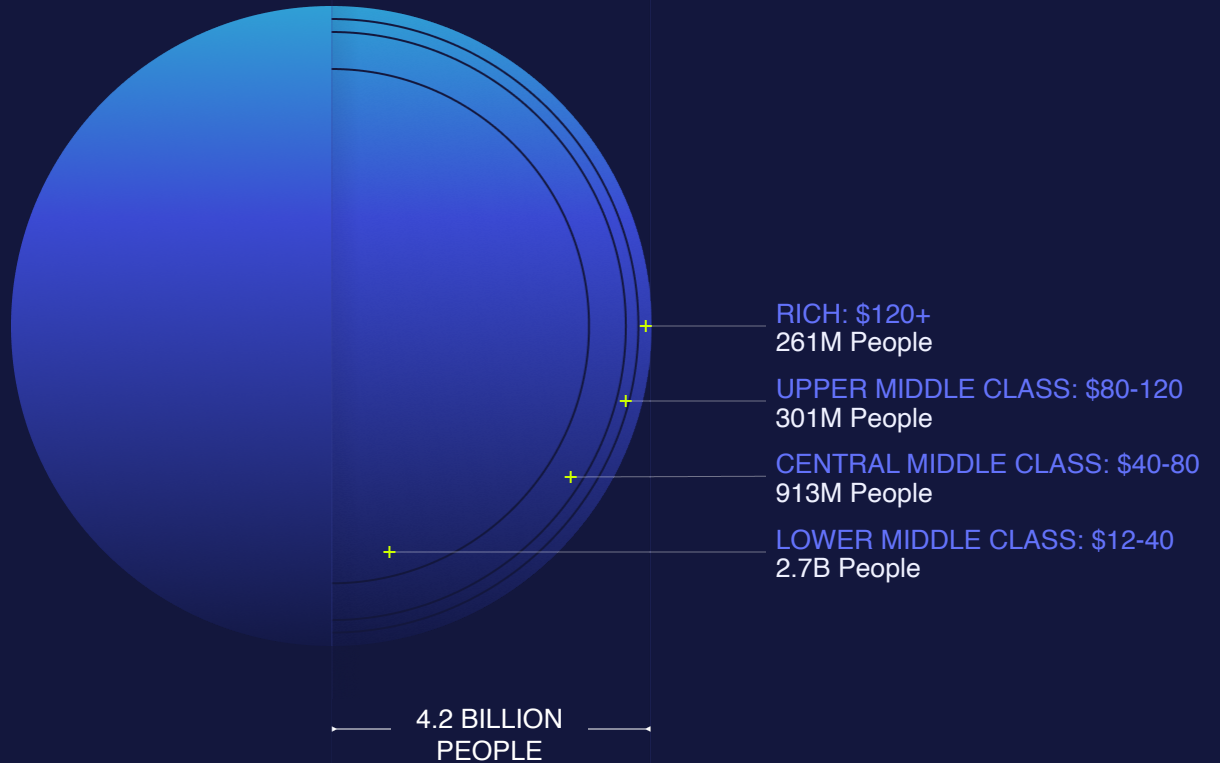
The Resilient Consumer

2025

In 2024 half of the world's population are now part of the global Consumer Class, representing an annual spend of

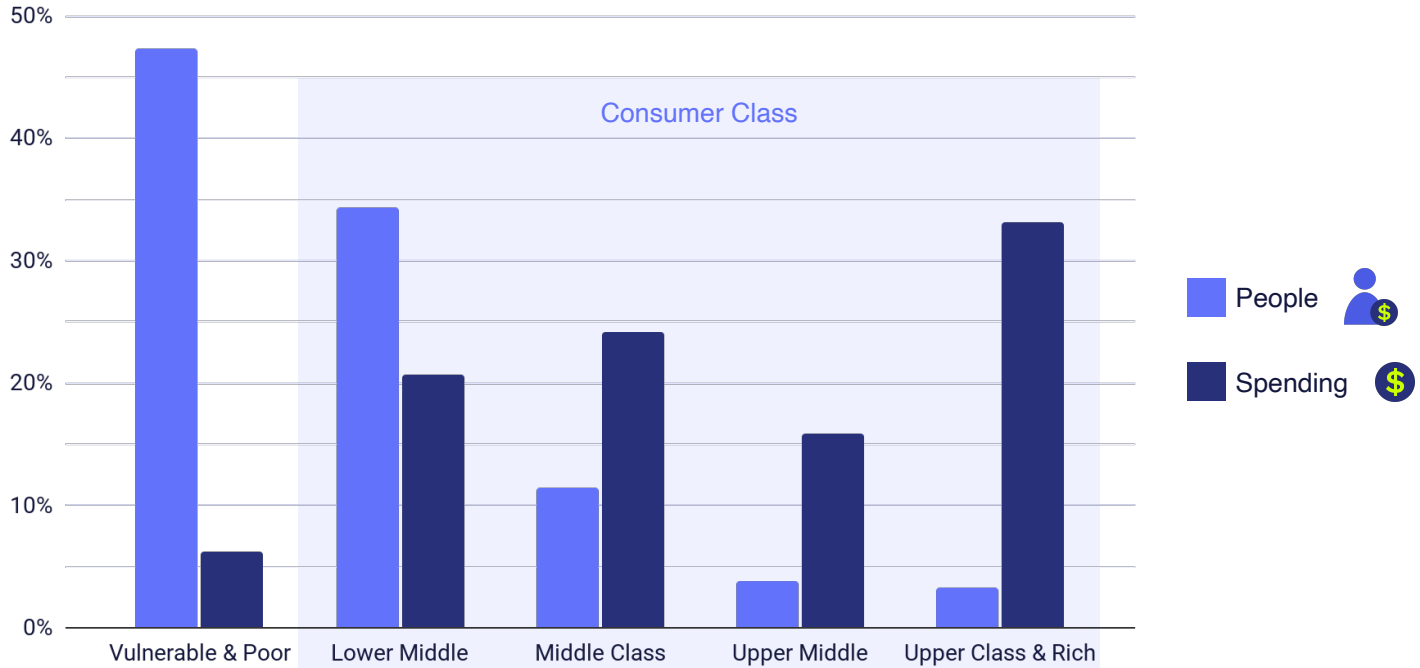
\$57.9 TRILLION

(and it's growing everyday)



The Consumer Class (>\$12/day) accounts for 94% of total expenditure

Total Spending and Headcount by Spending Group in 2024 (Global)



2024

2025 Outlook

2025 World Consumer Outlook

+128M

+131M



New Consumers

+\$3.1T

(+5.7%)

+\$3.2T

(+5.5%)

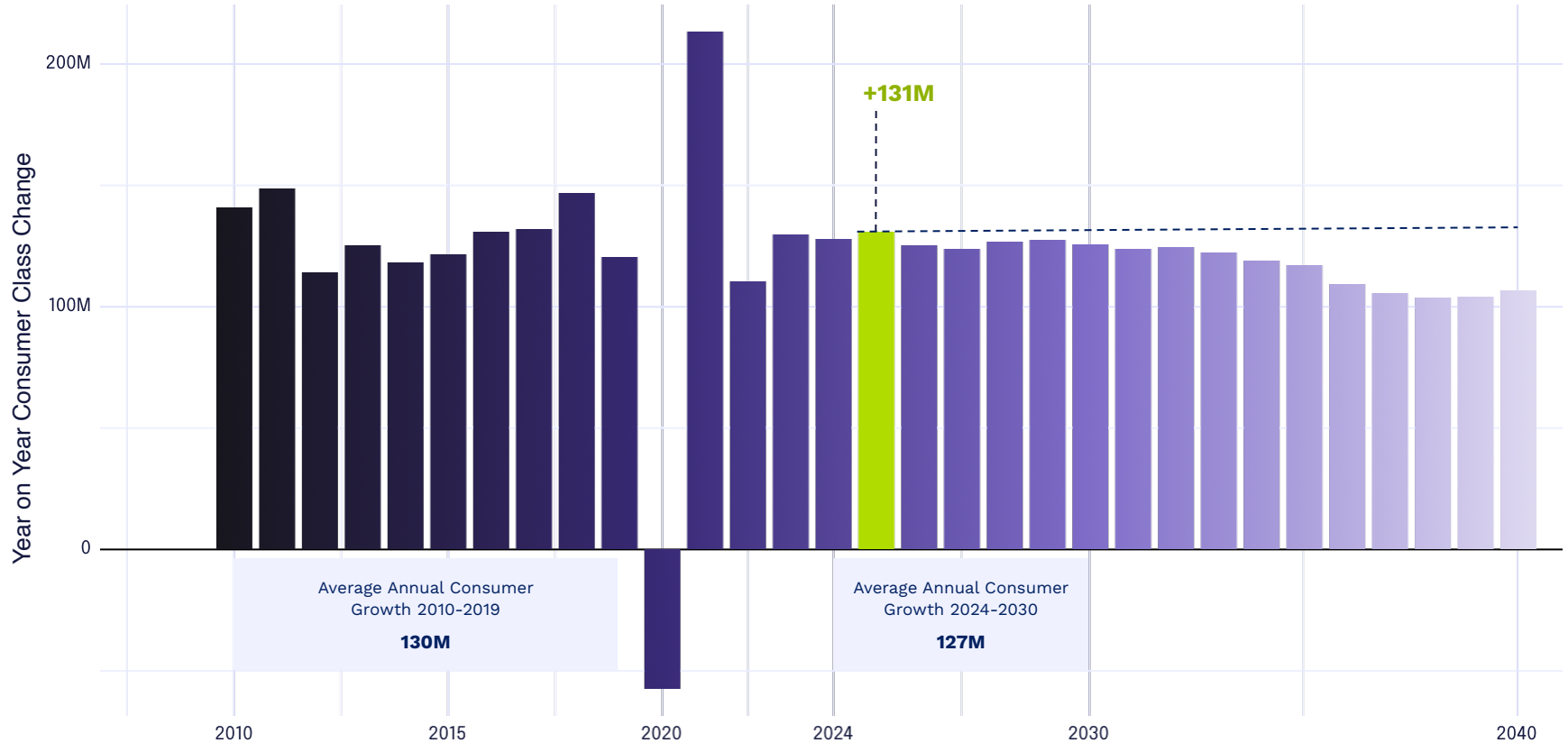


Spending

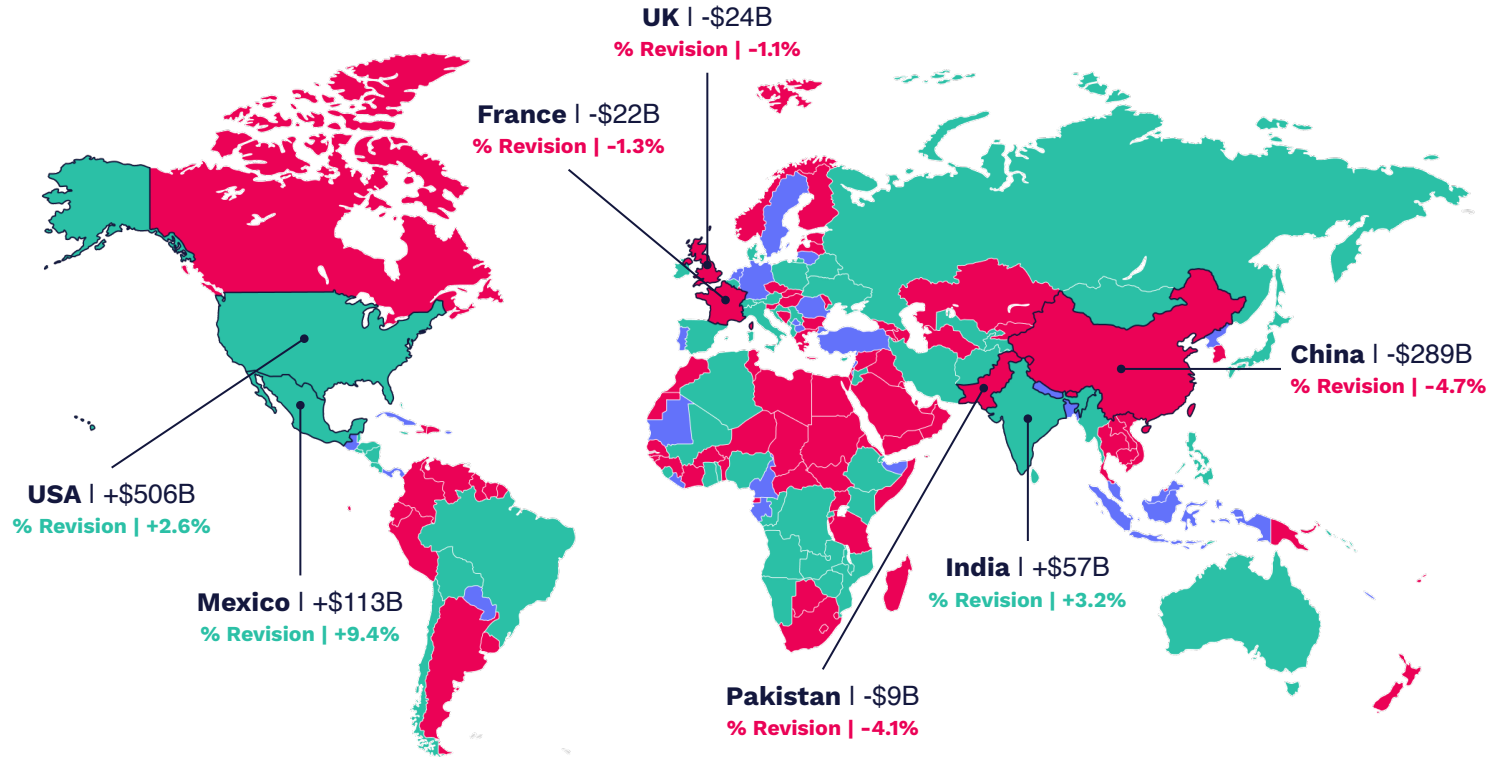
Decomposing 2025 Spending Growth

	2024	2025
Consumer Growth	\$3.1T	\$3.2T
Inflation and Exchange Rates	\$631B	\$571B
Consumers Getting Richer	\$1.49T	\$1.60T
New Consumers	\$1.00T	\$1.02T

Consumer class growth will reach +131M in 2025



Consumer Class spending has been revised upwards by +\$309B (+0.5%) in 2024

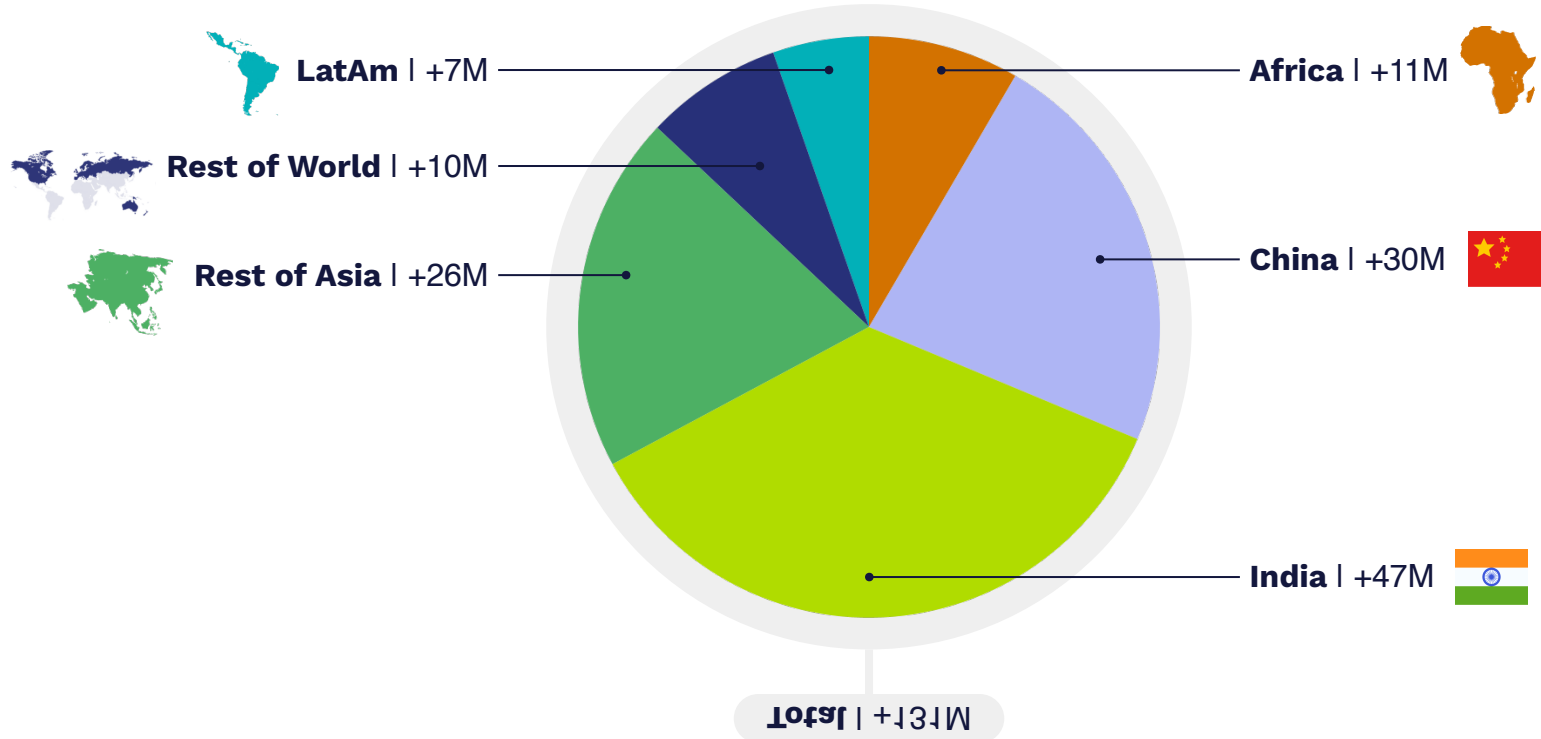


Country Revisions | ■ Upwards - 71 ■ Downwards - 86 ■ No change - 26

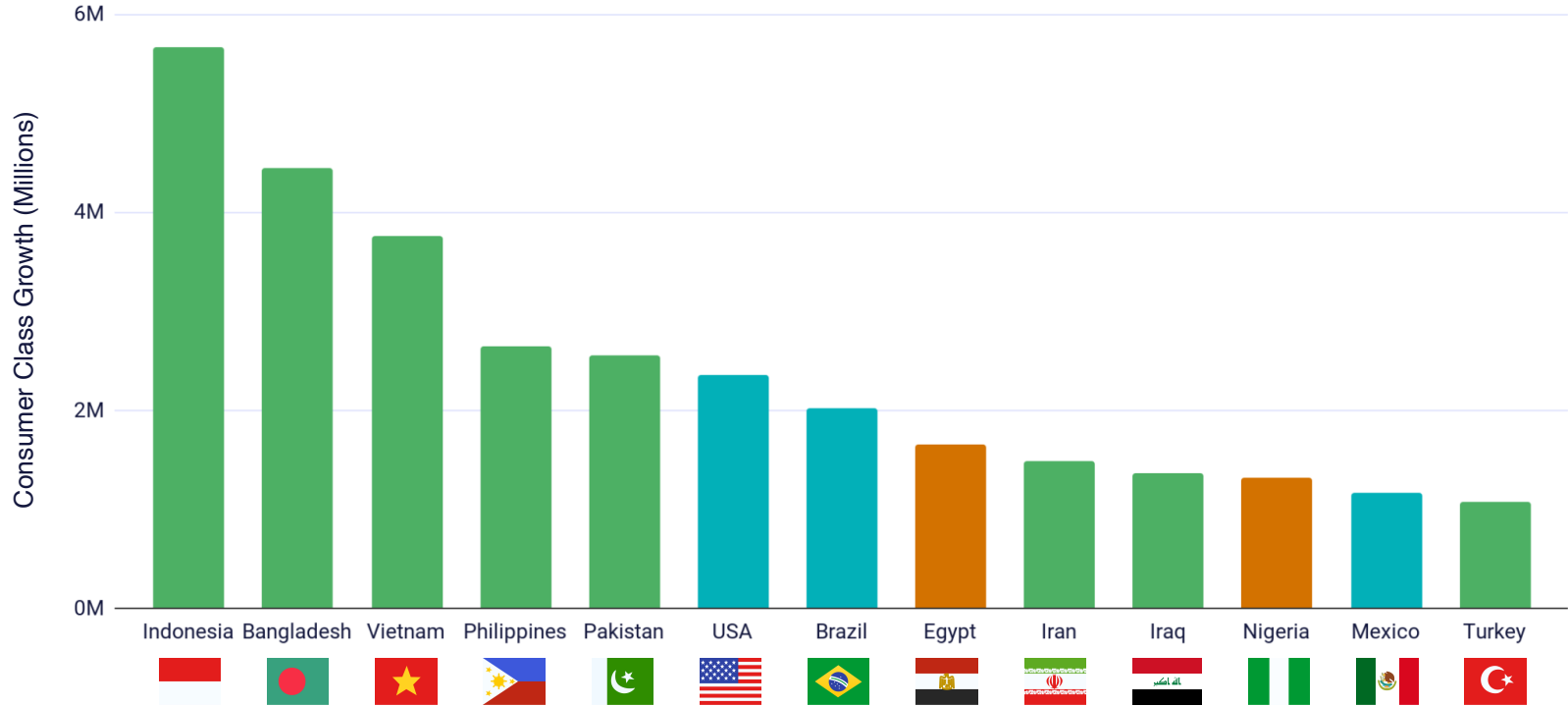
Nominal USD

Most new consumers will be Asia, with India leading the growth

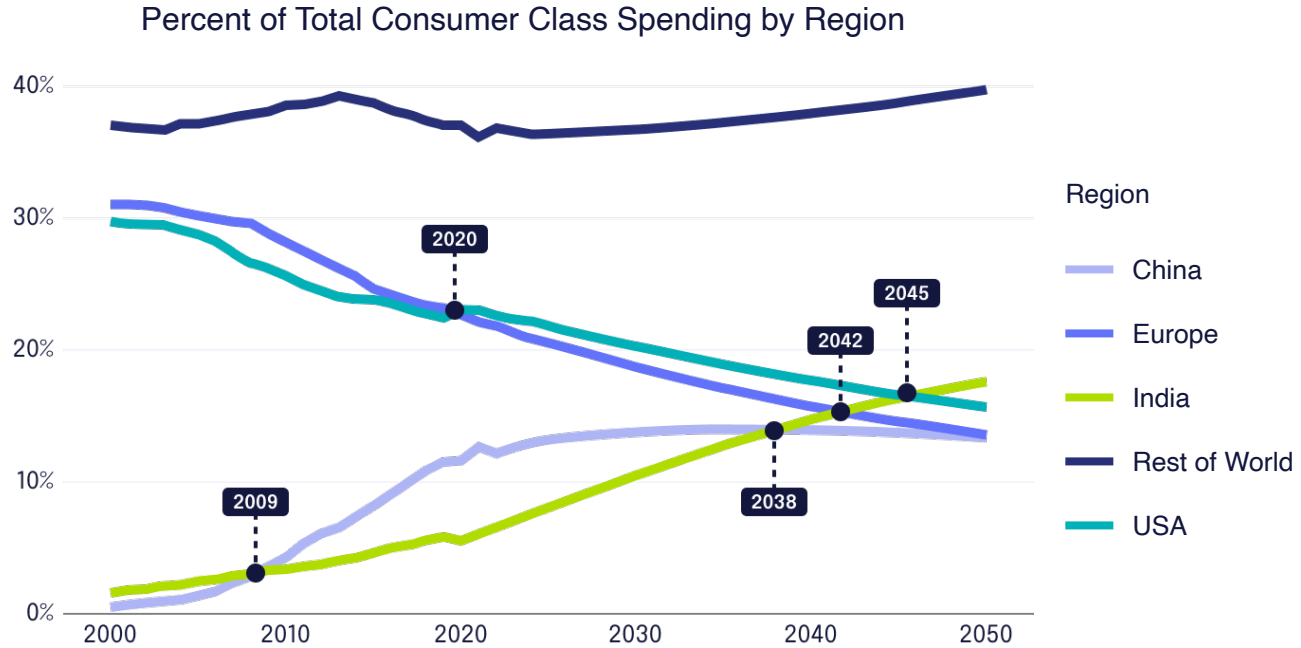
Consumer Class projected headcount additions in 2025



In addition to India and China, there will be 15 markets adding more than 1m consumers in 2025



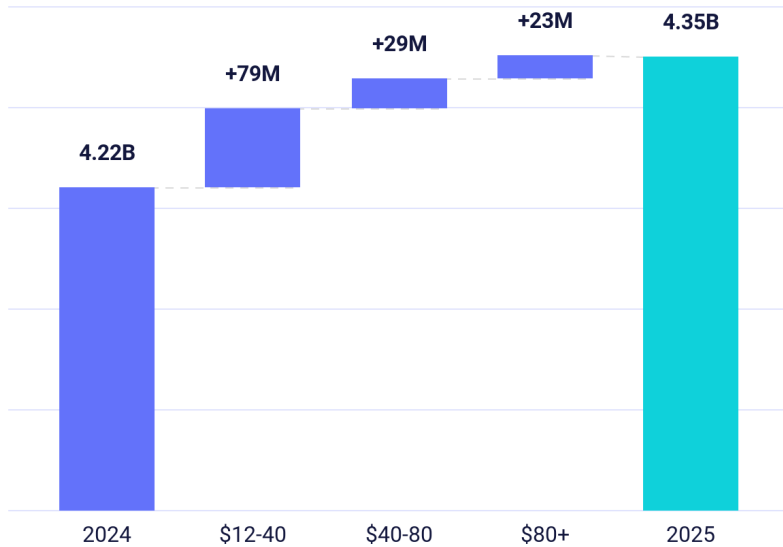
India will overtake China before the end of the next decade



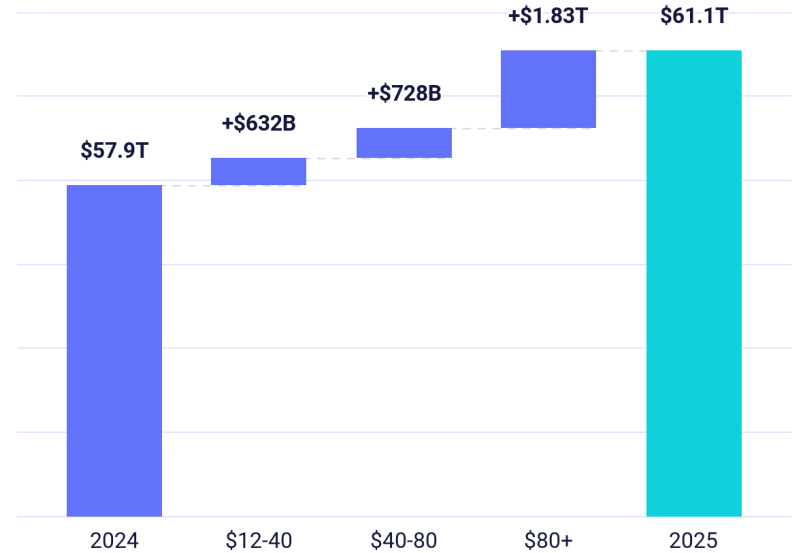
2009	2020	2038	2042	2045
China overtakes India	USA overtakes Europe	India overtakes China	India overtakes Europe	India overtakes USA

Affluent consumers (>\$80/day) will represent 58% of the spending growth

New Consumer Class Headcount in 2025

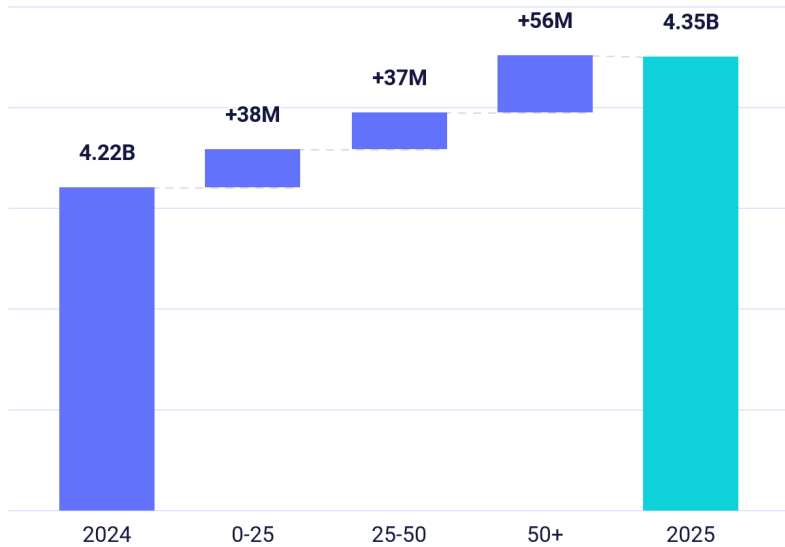


New Consumer Class Spending in 2025

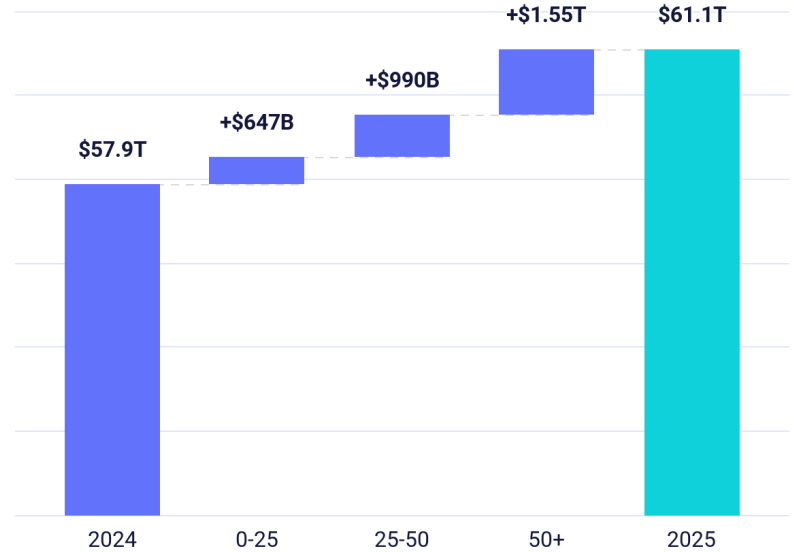


Half of the new consumers and spending growth will come from ages 50 and above

New Consumer Class Headcount in 2025



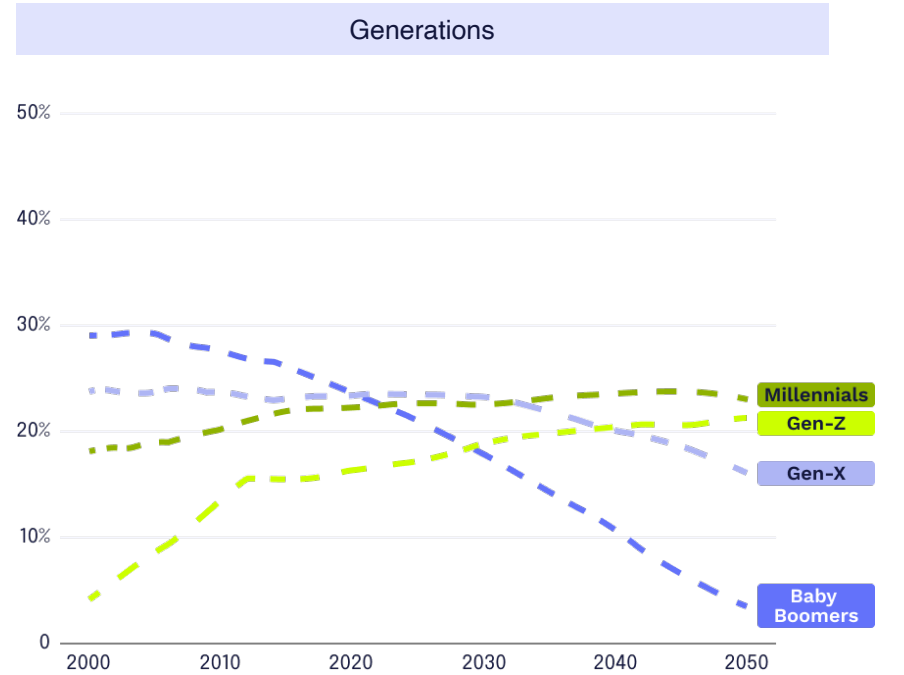
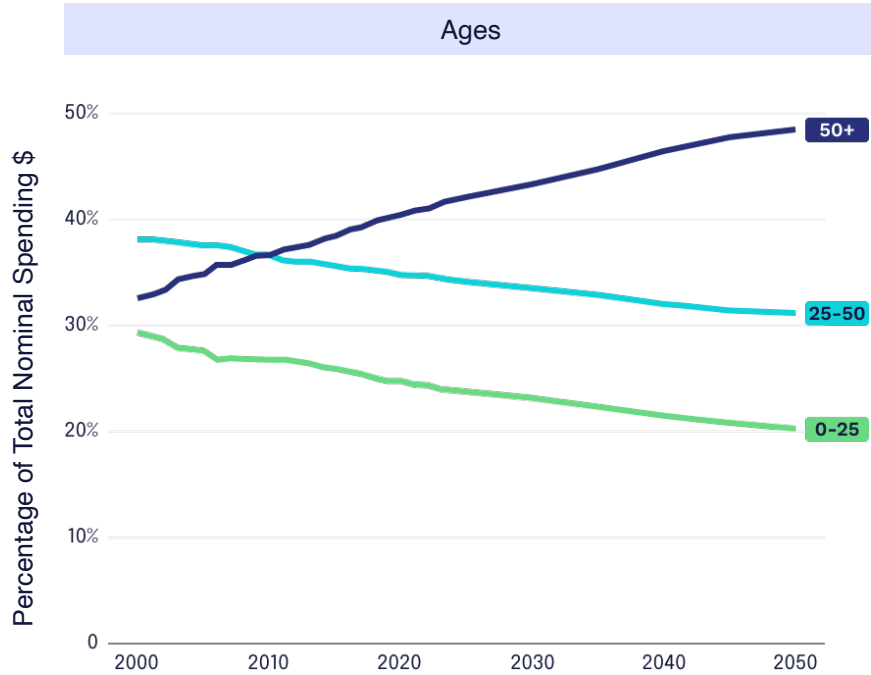
New Consumer Class Spending in 2025



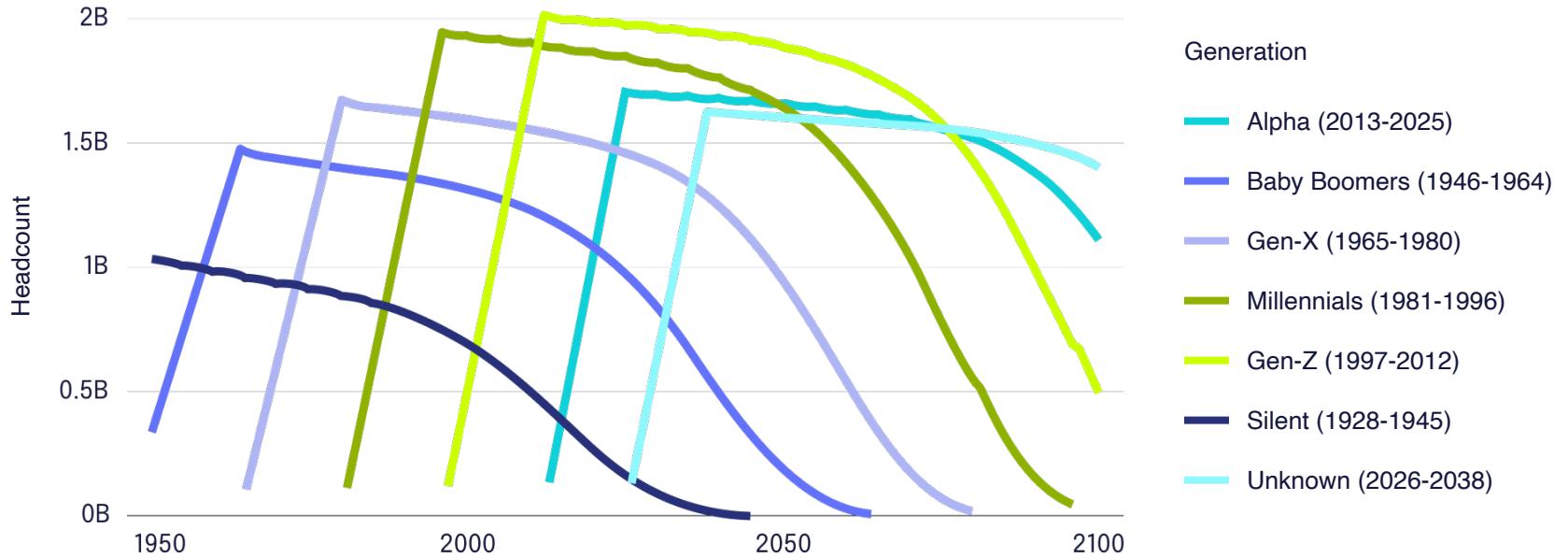


50s vs GenZ

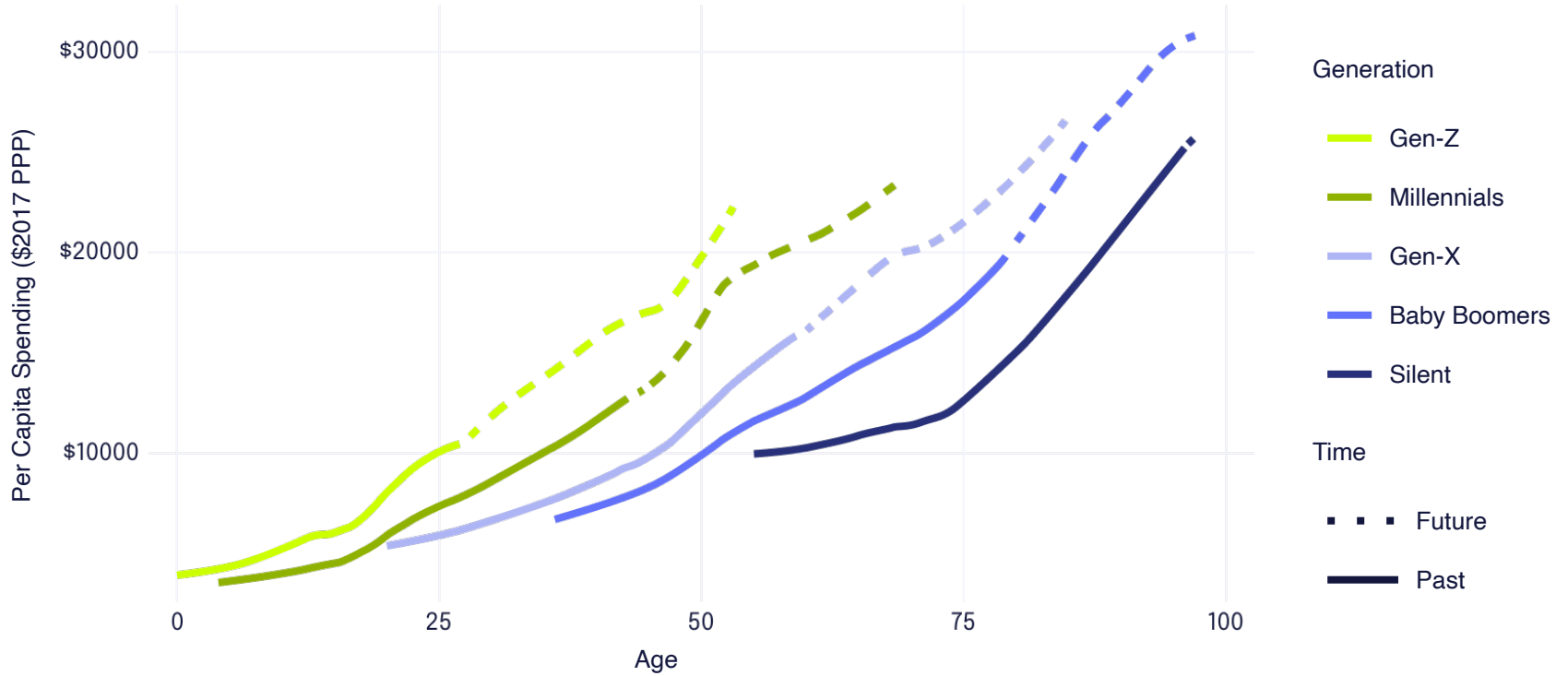
Consumers aged 50+ will continue to grow, as will Gen-Z



Gen-Z will be the largest generation with 2b people

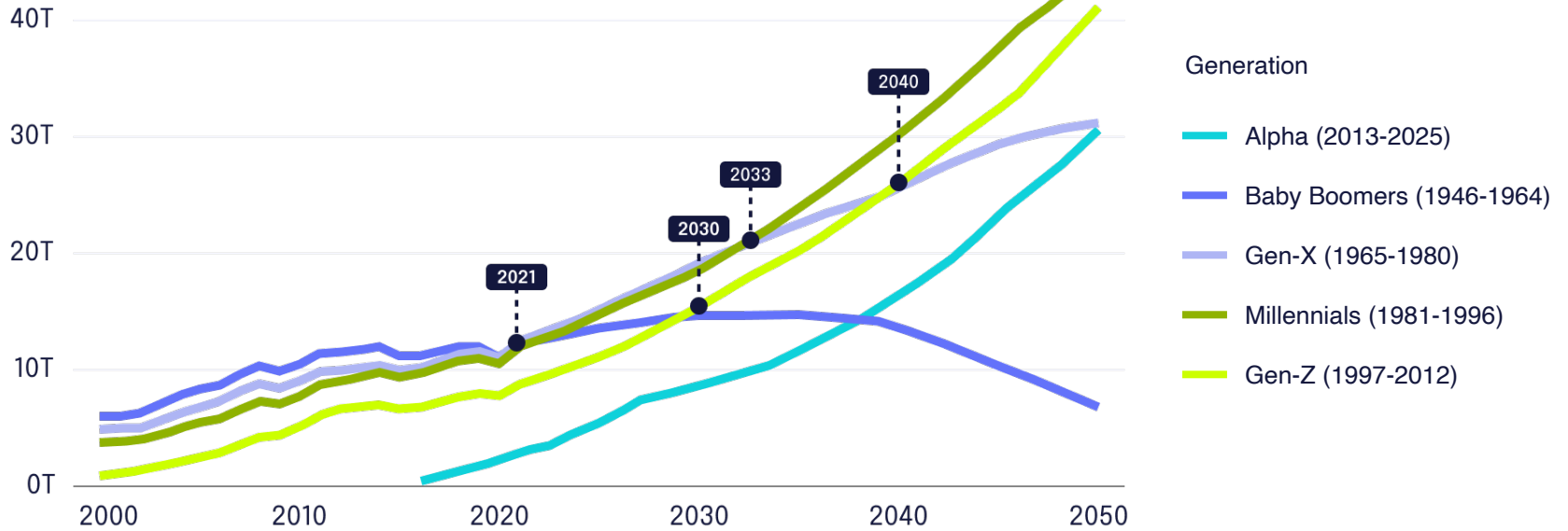


Gen-Z will be the richest generation



Gen Z will grow rapidly, but they are not alone

World Spending by Generation



June 4th

SPEND Z

Gen Z changes everything.

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NielsenIQ 

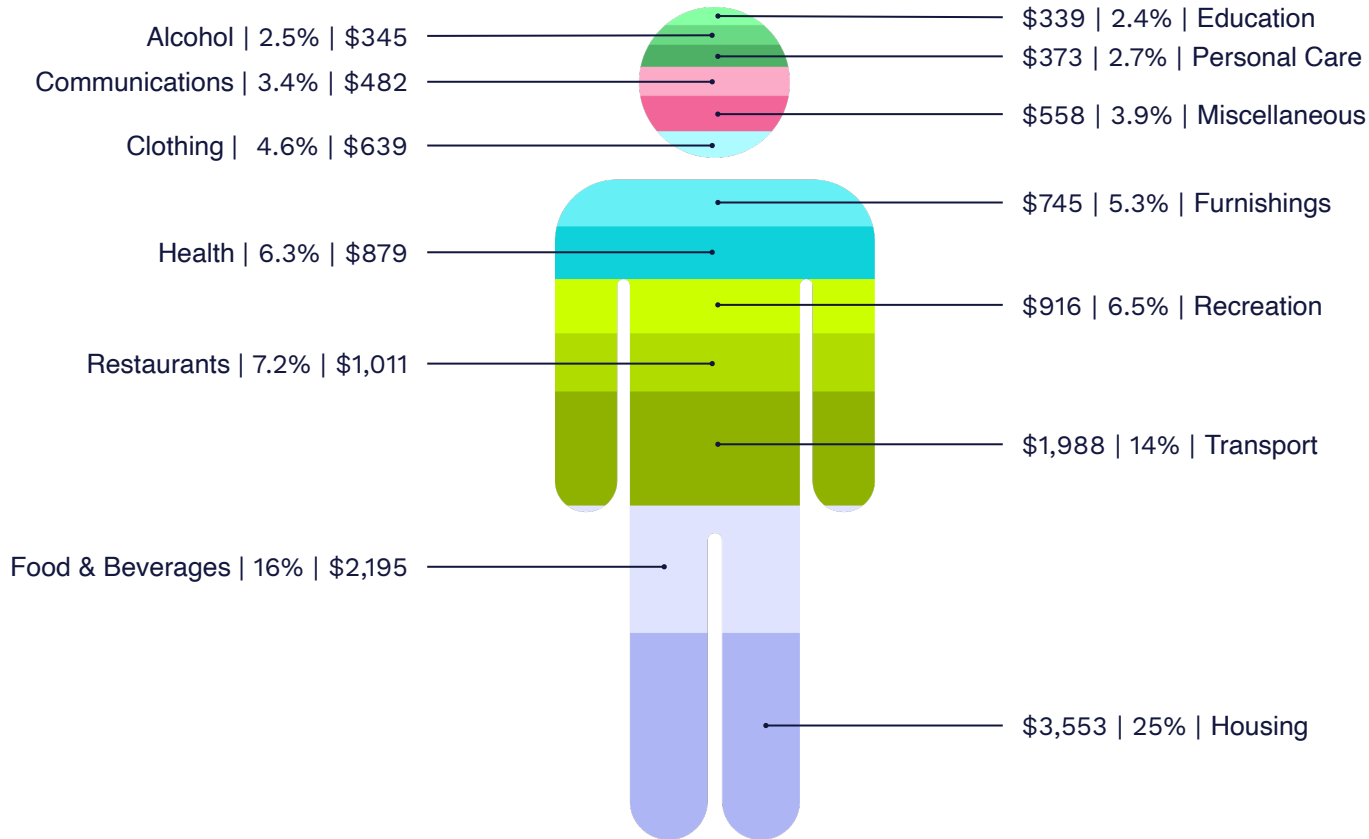
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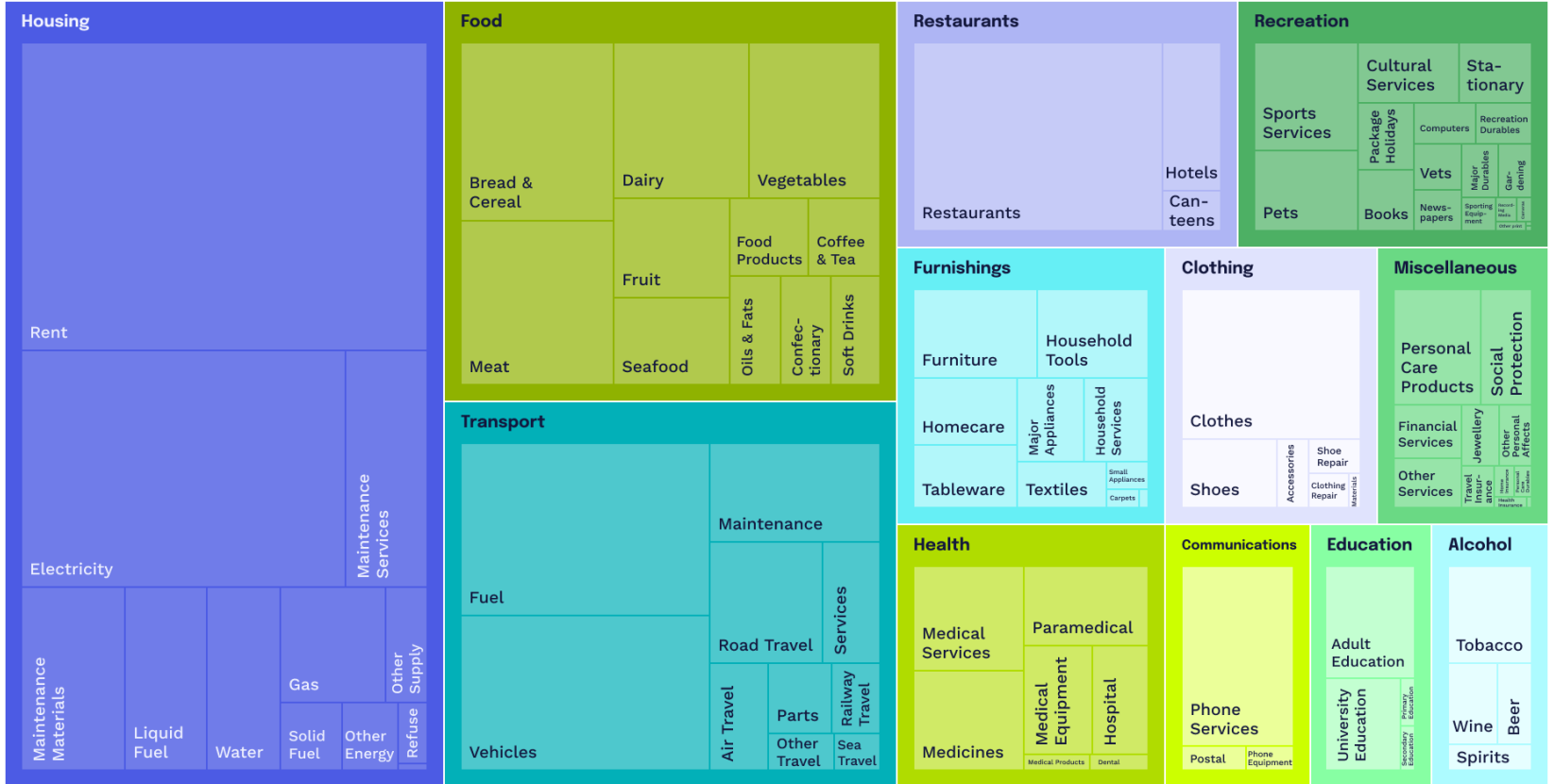
Categories Growth **2025** Forecast

The typical spending by a member of the consumer class will be \$14,022 in 2025



Income, demography, and geography drive future category spend

Spending Growth 2024-25





Access your
category forecast
in
World Data Pro

Key Takeaways

1. Consumer Class spending will grow 5.5% in 2025.
2. The consumer class will add 131M people in 2025.
3. In 2025, half of the growth will come from people getting richer, a third will come from new consumers, and the remaining will come from inflation and exchange rates.
4. Gen-Z: Biggest ever, richest ever, most diverse, but Millennials and Gen-X will remain the largest spenders for the next 20 years.
5. De-averaged category growth is very distributed as a result of income, demography, and geography.



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Making Everyone Count

