



# **ARE CITY SHOPPERS GETTING SECONDHAND TREATMENT?**

As consumer packaged goods companies focus on emerging markets, their developed markets in major cities have languished.

And with city-based consumption expected to reach \$13.2 trillion by 2025, these companies can't allow niche brands to continue to steal away market share.

In order to win back urban consumers, CPG companies must adopt a new city specific route-to-market strategy.

First, companies must embrace city shoppers' unique profile. Compared to suburban consumers, they are less price sensitive, choosier about quality, and more starved for time.

Second, route-to-market in the city should be tailored to capture urban-specific opportunities. For example, micro-segmented promotions can capitalize on neighborhoods with predominant ethnic groups or extreme income.

Third, companies should team with partner providers. City shoppers are more than twice as likely as suburban shoppers to adopt new business models such as last mile delivery.

To learn more about how big CPG can recapture city shoppers check out our full report:

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