

## **PROFILING THE EMERGING SRI LANKAN CONSUMER**

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### **ABSTRACT**

*Mega-trends unfolding in the global scene have coloured the country's socio-economic landscape. The 'open economic system' that has been in place over the past two decades has in fact made way for the mega-trends to impact on the domestic market. The ageing population of the country accompanied by structural changes of the labour force, increased real incomes and expressive life styles of particular socio-economic strata depict the "bright side" of the emerging Sri Lankan consumer. Inequitable distribution of income and the attendant marginalization of a large segment of the population represent the "flip side" of the emerging consumer which the country's marketers must necessarily profile before attempting to beat the challenge of growing competition.*

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