In 2015 BRIC consumers will be responsible for almost one-in-five US$ spent globally. But where do their differences and similarities lie? Apart from an acronym, consumers in these countries can appear to have little in common. In terms of population, China is almost ten times larger than Russia; and Brazilian households are seven times more likely to own a passenger car than their Indian counterparts. What is the consumer story behind the enduring acronym?

In 2014, the average Brazilian consumer spent seven times more than the average Indian consumer:

### 1. Per Capita Consumer Expenditure in BRIC: 2014

![Bar chart showing per capita consumer expenditure in BRIC countries: Brazil, Russia, China, BRIC, India.](chart.png)

Source: Euromonitor International from national statistics/Eurostat/UN/OECD

In the same year, the average Chinese person was fourteen years older than the average Indian:

### 2. Median Age in BRIC: 2014
India is the only one of the four countries which will see its share of working age population grow in the coming years:


Despite huge differences in income levels, the proportion of household budgets directed at the essentials of food and housing is surprisingly similar:

The majority of BRIC households own a colour TV, but Chinese and Indian households lag sharply behind their Brazilian and Russian counterparts in terms of car ownership:

### 5. Household Possession of Selected Durable Goods: 2014

In 2015, Indian consumers are the only BRIC consumers living in an era of accelerating economic growth:

### 6. Real GDP Growth in BRIC in 2013-2015
57% of the 500 million babies expected to be born in BRIC between 2015 and 2030 will be born in India:

**7. Live Births in BRIC: 2015-2025**

The extremes of rich and poor are most acute in Brazil. The rich in Brazil earn 32 times more than the poor whereas in Russia the differential is 16:

**8. Annual Disposable Income of Decile 1 and Decile 10 Households in BRIC: 2014**

Source: Euromonitor International from national statistics/Eurostat/OECD/UN/International Monetary Fund (IMF)
According to our middle class home survey, 60% of Indian middle class households see their homes as a place for entertaining, compared to just 25% of Russia middle class households. Interestingly, in their spare time, Indian respondents are also the most likely of all BRIC respondents to prefer to spend time at home rather than go out:

**9. The Home as a Space for Entertaining: 2013**

Source: Euromonitor International from national statistics

Amongst BRIC consumers, Russians are the least likely to describe themselves as "very healthy". Perhaps unsurprisingly, a baby boy born in Russia in 2014 only has a 50% chance of surviving to age 65.

**10. Personal Health Ratings by BRIC Consumers: 2013**

Note: Question: To what extent do the following phrases describe your home? A place for entertaining. Data refer to those who selected "Exactly like my home" or "Very like my home".

Source: Euromonitor International Middle Class Home Survey 2013
Source: Euromonitor International Global Consumer Trends Survey
Note: Survey results are drawn from online consumers ranging in age from 15 to 65
Question: Please rate your personal health level on the following scale, where 0 is 'extremely unhealthy' and 10 is 'extremely healthy'. Take into account chronic conditions, overall fitness level, dietary habits, and any other health-related factors. Do not take into account temporary illnesses, such as a cold or the flu.

For further information please contact Sarah Boumphrey, Head of Strategic, Economic and Consumer Insight; sarah.boumphrey@euromonitor.com