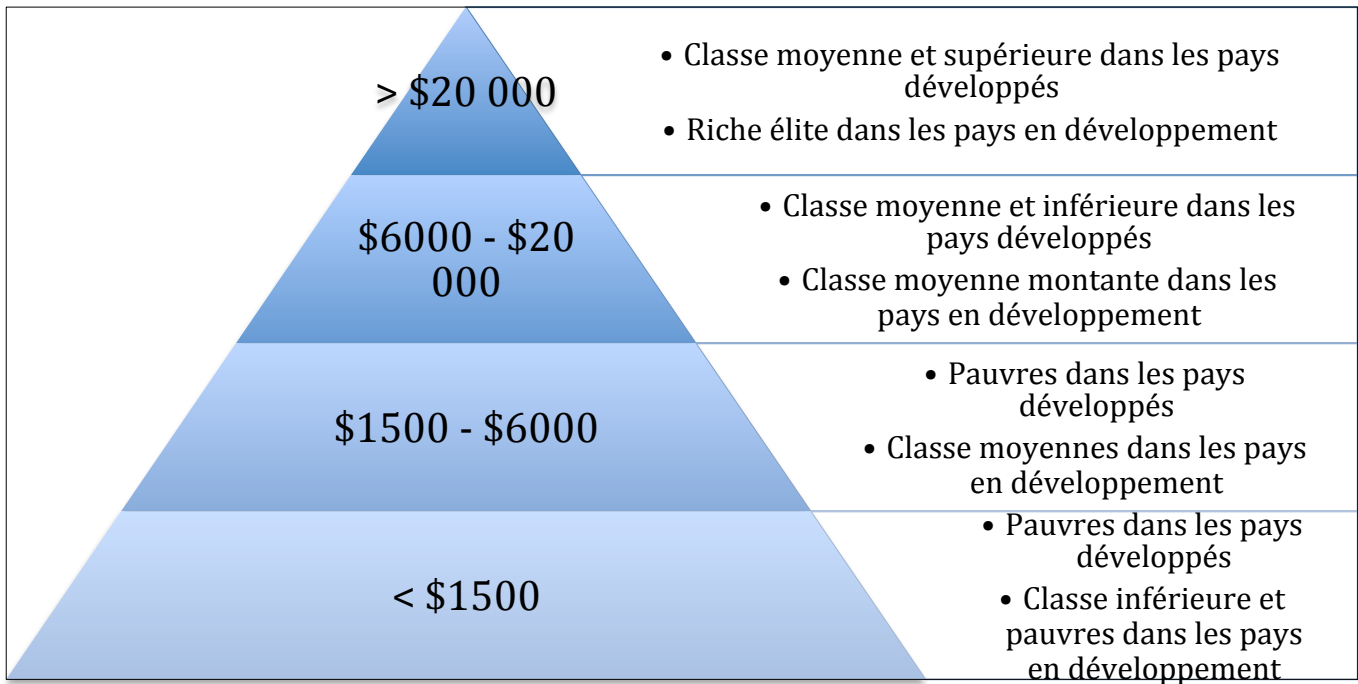


## ANNEXES

*Annexe 1 : Pyramide économique mondiale selon Prahalad (2003)*



*Annexe 2 : Classe Moyenne : Taille et distribution mondiale (en millions d'habitants)*

	2009		2020		2030	
North America	338	18%	333	10%	322	7%
Europe	664	36%	703	22%	680	14%
Central and South America	181	10%	251	8%	313	6%
Asia-Pacific	525	28%	1,740	54%	3,228	66%
Sub-Saharan Africa	32	2%	57	2%	107	2%
Middle East and North Africa	105	6%	165	5%	234	5%
World	1,845	100%	3,249	100%	4,884	100%

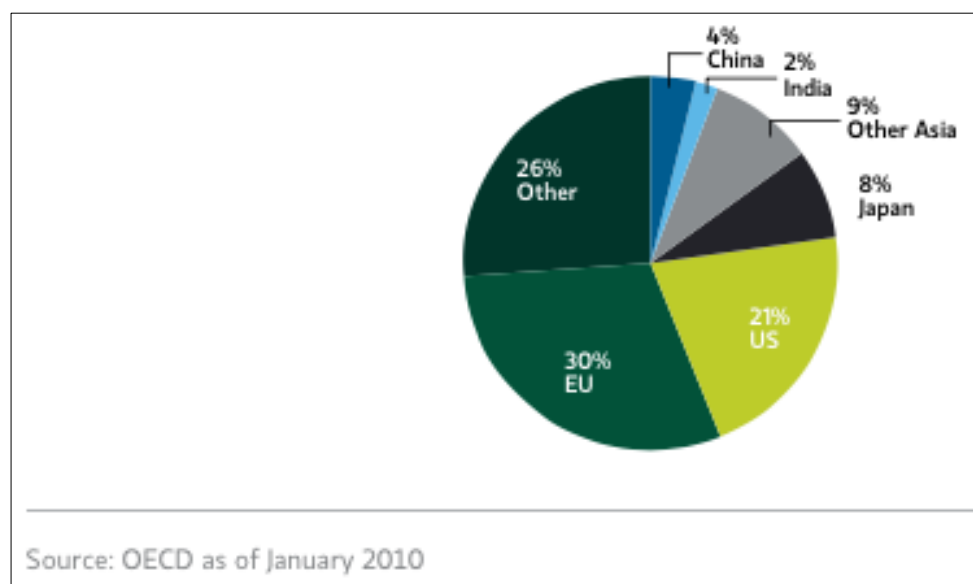
Source: IEMS; Kharas and Gertz, 2010.

**Annexe 3 : La classe moyenne mondiale en 2009 :  
Nombre d'individus (en millions) et dépenses (par ménage, en pourcentage)**

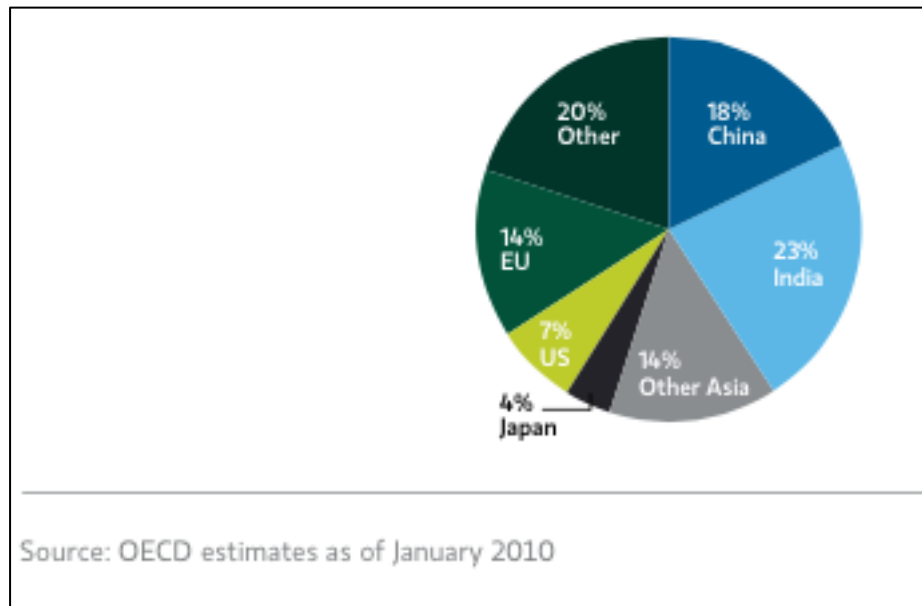
	Number of People (millions and global share)		Consumption (billions PPPUSD and global share)	
North America	338	18%	5602	26%
Europe	664	36%	8138	38%
Central and South America	181	10%	1534	7%
Asia Pacific	525	28%	4952	23%
Sub-Saharan Africa	32	2%	256	1%
Middle East and North Africa	105	6%	796	4%
World	1845	100%	21278	100%

Source : Kharas, 2010, p.16.

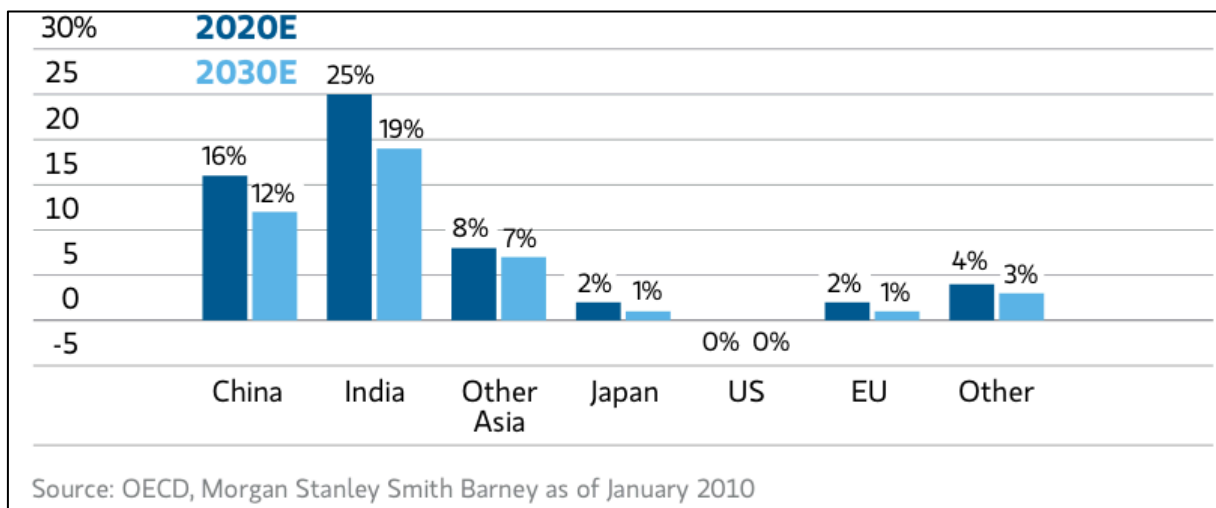
**Annexe 4 : Répartition des dépenses mondiales de la classe moyenne en 2009  
(en pourcentage)**



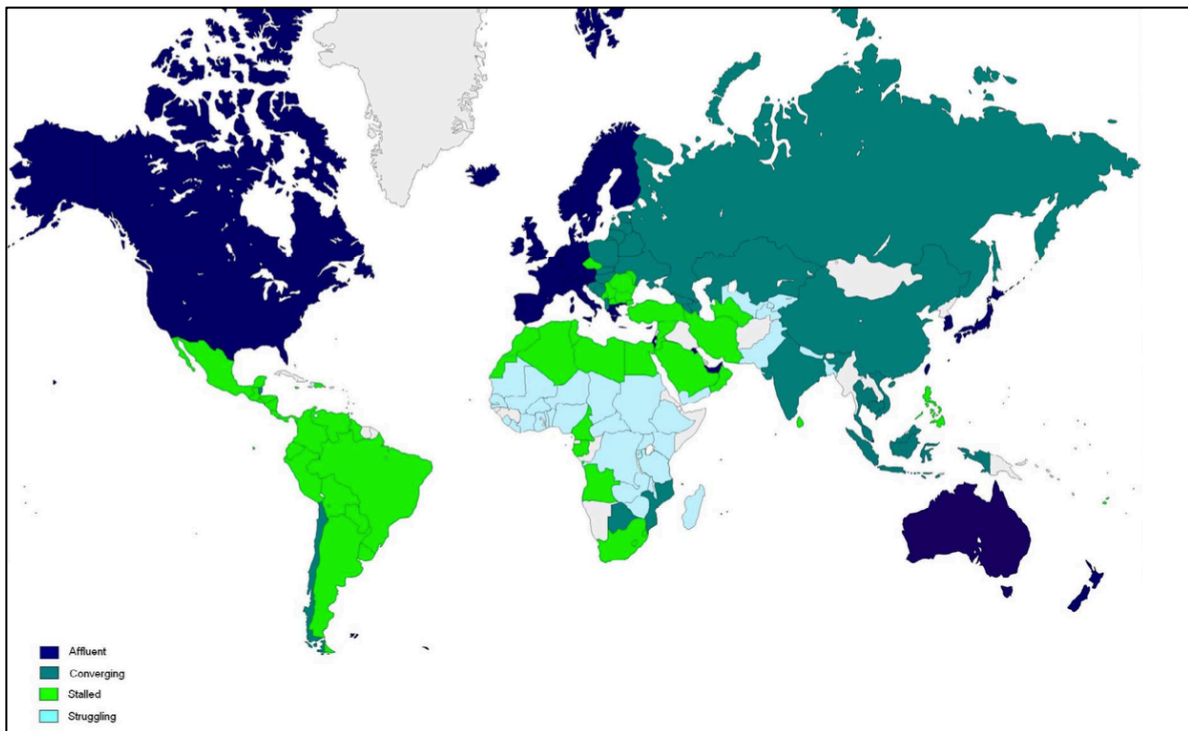
**Annexe 5 : Prévisions des dépenses mondiales de la classe moyenne en 2030  
(en pourcentage)**



**Annexe 6 : CAGR de 2020<sup>E</sup> et 2030<sup>E</sup> des dépenses de la classe moyenne versus 2009  
(En pourcentage)**

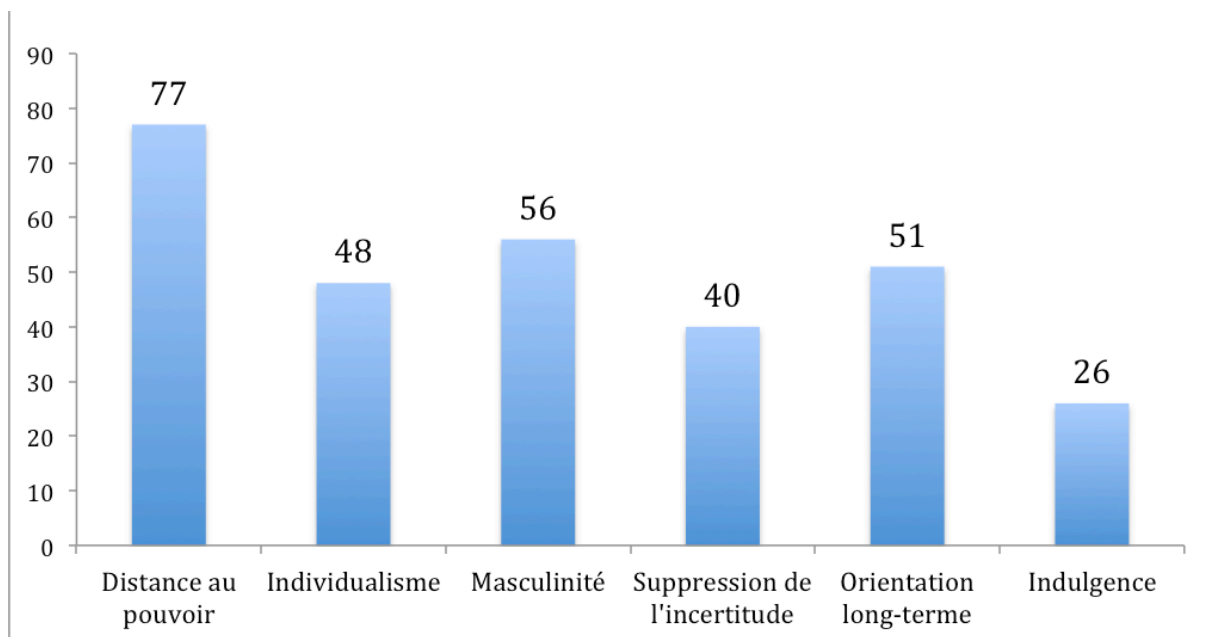


**Annexe 7 : Le concept du Four Speed World selon Kharas (2010)**



Source : Kharas, 2010, p.20.

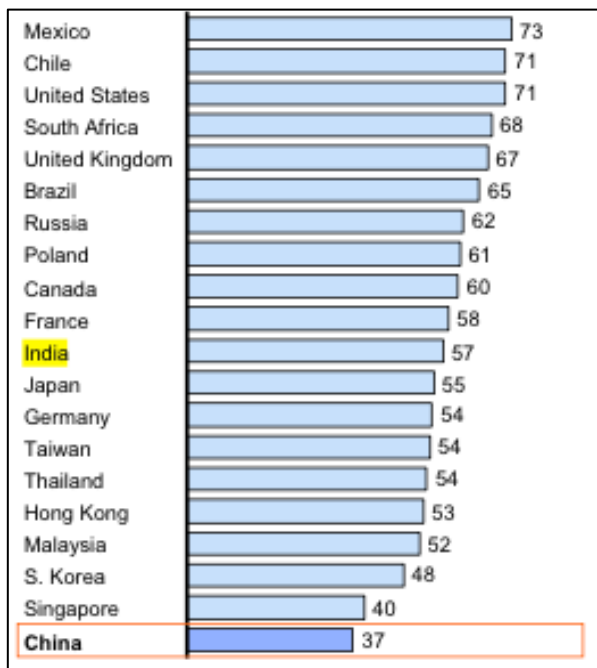
**Annexe 8 : Dimensions culturelles de l'Inde selon Hofstede (Echelle sur 100)**



Source : Résultats récupérées du modèle d'Hofstede, en ligne <http://geert-hofstede.com/india.html>

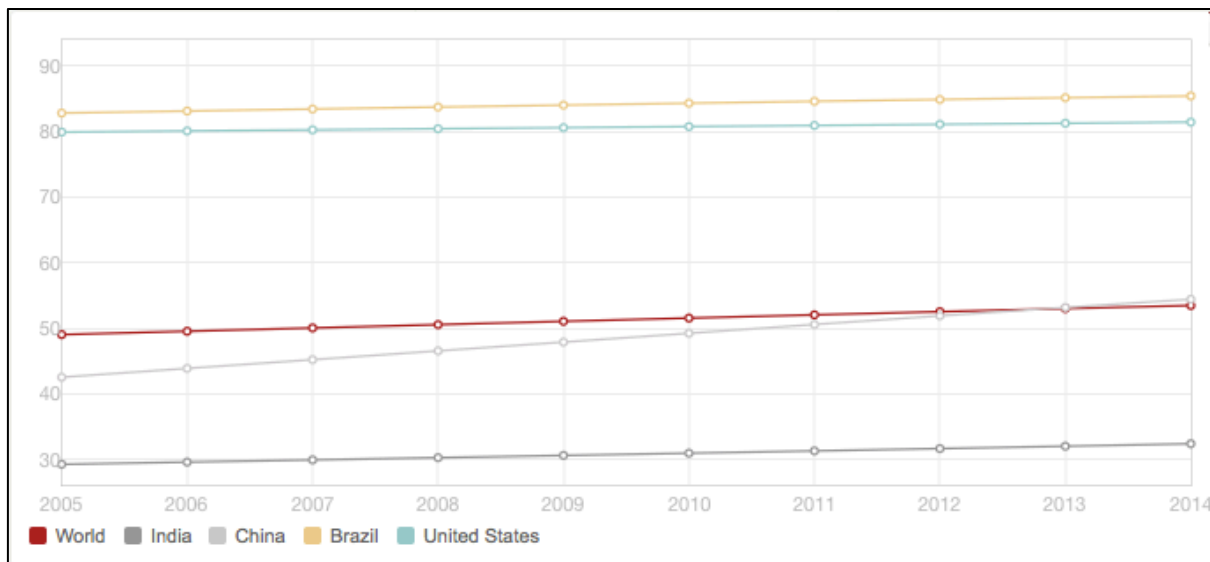
**Annexe 9 : Part la consommation privée au PIB national en 2008**

(en pourcentage)



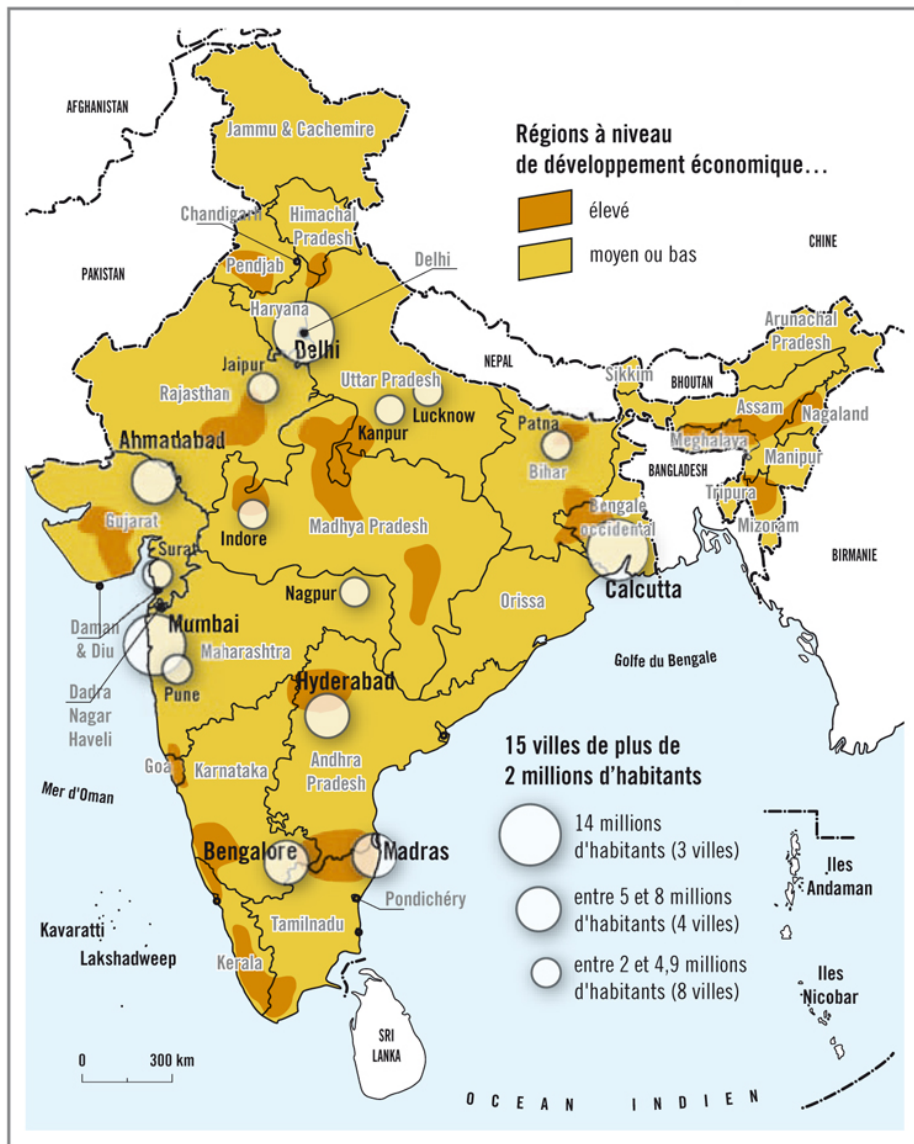
Source : McKinsey, 2009, p17.

**Annexe 10 : Evolution de la population urbaine en % entre 2005 et 2014**



Source : World Bank Development Indicators, 2015

*Annexe 11 : Les grandes villes d'Inde et leur développement économique*



Source : *Revue Population et Avenir* n°698, 2010, p.12

*Annexe 12 : Comparaison de produit cosmétique ou pharmaceutique selon les pays*

	<b>Australia</b>	<b>Canada</b>	<b>New Zealand</b>	<b>United Kingdom/EU</b>	<b>United States</b>
<b>Antiperspirants</b>	Therapeutic Good	Drug	Cosmetic	Cosmetic	Drug and Cosmetic
<b>Antidandruff Shampoos (mass market)</b>	Therapeutic Good	Drug	Related Product	Cosmetic	Drug and Cosmetic
<b>Moisturisers with Sunscreen</b>	Therapeutic Good	Drug	Cosmetic	Cosmetic	Drug and Cosmetic
<b>Antibacterial Skin Washes</b>	Therapeutic Good	Cosmetic (antibacterial cleanser). Drug (kills germs; antiseptic).	Cosmetic	Cosmetic	Cosmetic if no antibacterial claims. Drug if antibacterial claims are made.
<b>Medicated Skin Cleansers (for acne)</b>	Therapeutic Good	Cosmetic (as a cleanser for acne-prone skin). Drug (treatment or control of acne).	Cosmetic	Cosmetic	Cosmetic (as a cleanser for acne-prone skin). Drug (treatment or control of acne).
<b>Mouthwashes</b>	Therapeutic Good or Cosmetic*	Drug or Cosmetic*	Related Product or Cosmetic depending on [F ]	Cosmetic	Drug and Cosmetic*
<b>Toothpastes (fluoride)</b>	Therapeutic good or Cosmetic depending on [F ]	Drug	Related Product	Cosmetic	Drug and Cosmetic

\* Depends on the claims made for the product.

Source : Commonwealth of Australia, 2005, p.20

*Annexe 13 : Publicité pour cheveux de L'Oréal Paris*

The advertisement features a woman with long, dark, wavy hair, identified as Aishwarya Rai, wearing a white dress. The background is a vibrant red with abstract geometric shapes. On the right, a bottle of L'Oréal Paris Total Repair 5 hair oil is shown. The text includes:

**"5 PROBLEMS ONE SOLUTION!"**  
Aishwarya Rai

**TOTAL REPAIR 5**  
Hair Fall  
Dry Hair  
Rough Hair  
Dull Hair  
Split Ends

**3 drops for manageable and split-ends free hair.**

- LEAVE-IN SERUM
- APPLY ALONG THE LENGTH OF HAIR
- NON-STICKY TEXTURE

Because You're Worth It  
**L'ORÉAL PARIS**

Source : Google Image, 2015

*Annexe 14 : Publicité Vaseline pour un produit de dépigmentation*

The advertisement features a close-up of a man's face, split vertically to show a transition from a slightly darker skin tone on the left to a lighter skin tone on the right. The background is a warm, golden-brown color. The text includes:

**TRANSFORM YOUR FACE ON FACEBOOK WITH VASELINE MEN**

**Vaseline MEN**

1 2 3 4 5

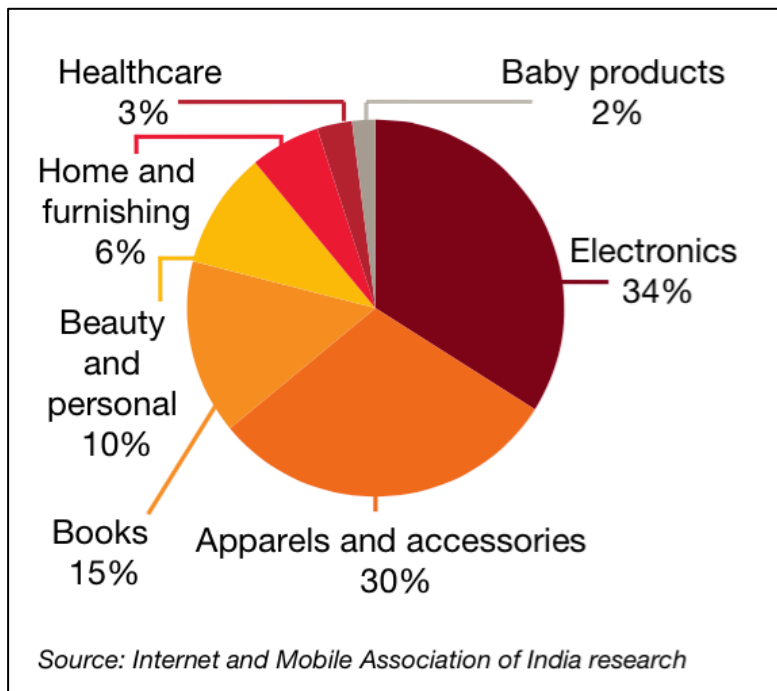
**1 MINUTE A DAY**

**'Be Prepared'**  
▶ Start Here

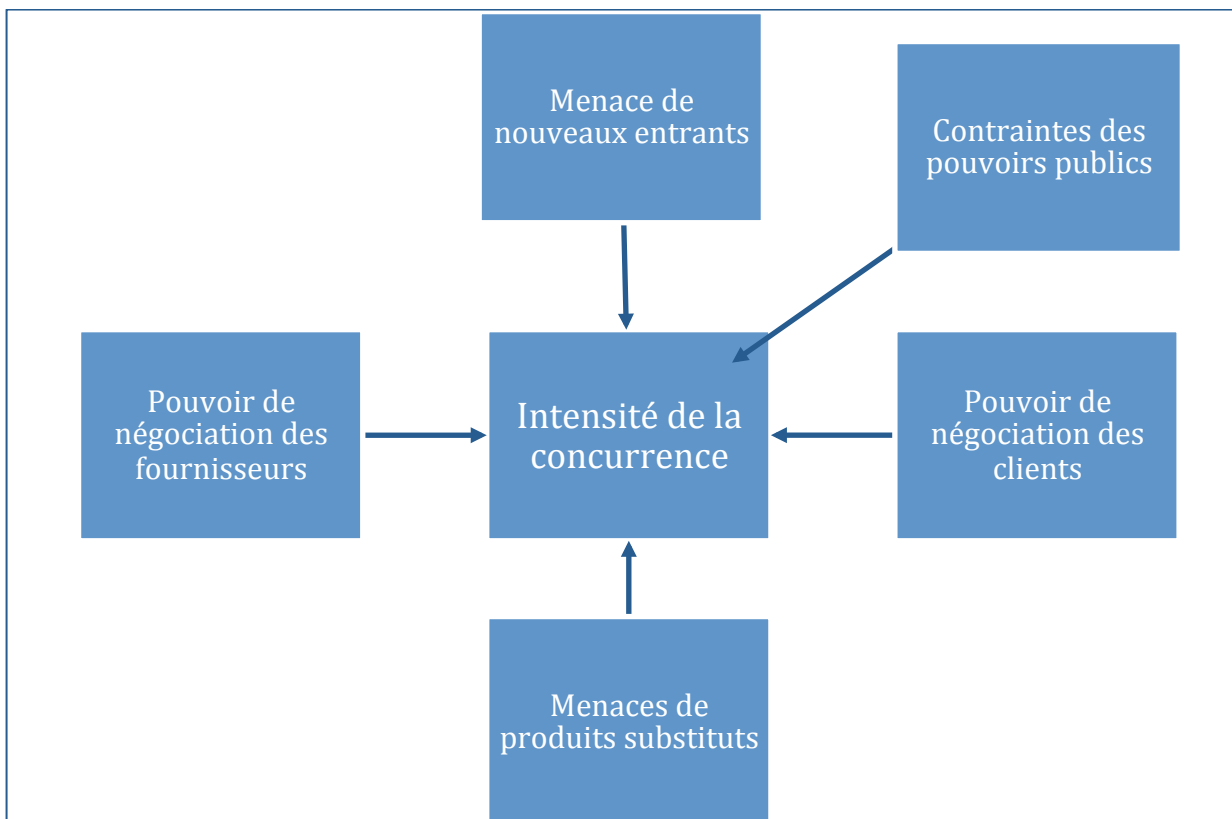
Terms & Conditions | Creative Visualisation | Privacy Policy | FAQ's

Source : Google Image, 2015

*Annexe 15 : Distribution des ventes en ligne sur le marché indien 2013 (en %)*

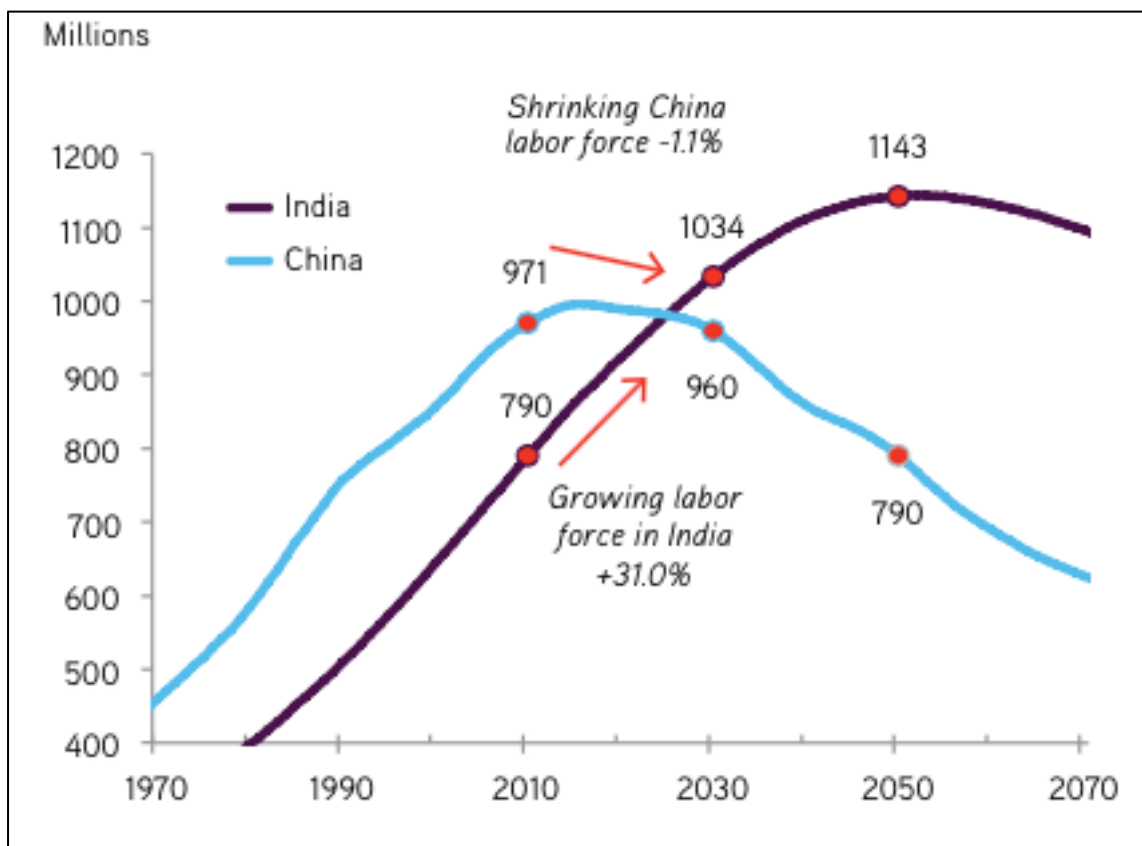


*Annexe 16 : Modèle des 5 (+1) Forces de Porter*



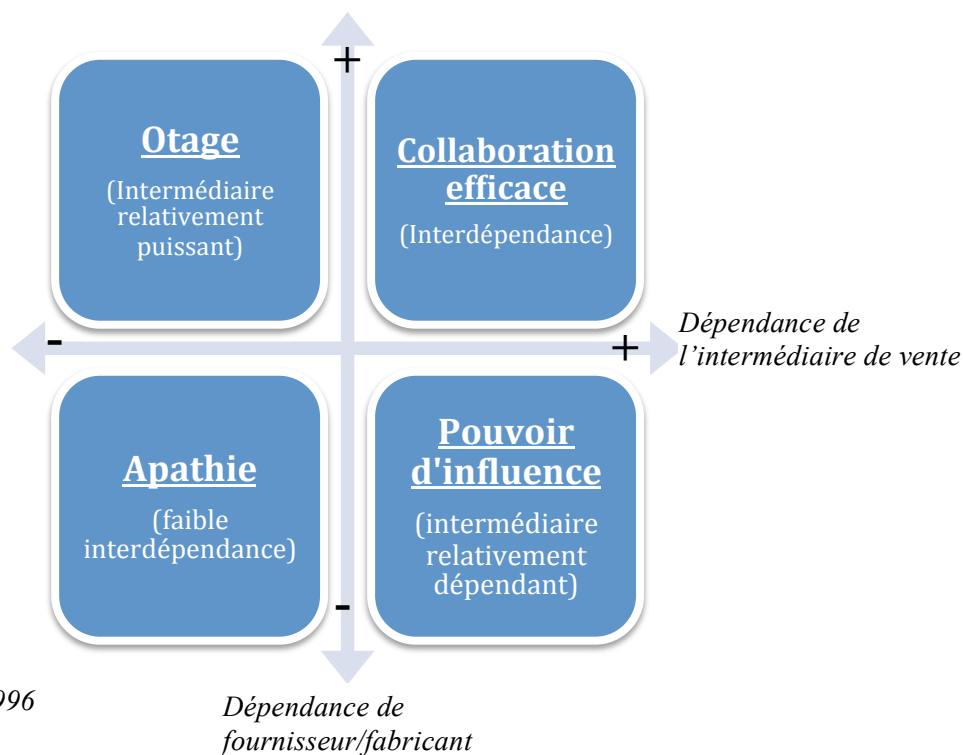
Source : Porter, 1982

**Annexe 17 : Croissance de la population en âge de travailler entre 2010 et 2070 (En millions d'habitants). Comparaison entre la Chine et l'Inde**



Source : United Nations World Population Prospects, 2012

**Annexe 18 : Effets d'interdépendance entre fournisseur et distributeur**



Source : Kumar, 1996

*Annexe 19 : Sachet de colorants pour cheveux de Garnier*



**BLACK NATURALS BY GARNIER**  
*The Baddi factory, in India, makes these hair colourant sachets of premium quality competitively priced for the consumer.*

*Source : l'Oréal, 2015.*

*Annexe 20 : Salon de Beauté Lakmé à Mumbai*



*Source : Google Image, 2015*

*Annexe 21 : Concept du shop-in-shop de Revlon*



*Source : Google Image, 2015*