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How Brands Can Target HENRY'S

This segment has specific characteristics and can be differentiated/ identified from others because of tell-tale signs like making huge money, having high-cost life, and doesn't have an emergency fund.

Dr Veenu Sharma
Assistant Professor – Retail and Marketing, Birla Institute Of Management Technology



Whether you are selling to a traditional **consumer** or mass consumers or luxury consumers, understanding and positioning effectively for HENRY is the key to your success. They are the 'High Earners Not Rich' yet because they have significant discretionary income and are also known as 'the working rich'.

The term was coined by Shawn Tully in Fortune Magazine around 20 years ago, for the people earning between \$2-50,000 to \$5,00,000 with zero savings and high

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