

## **Facilitating Growth In Latin American Markets**

*Latin America is a ripening region and a focus consumer market for US brands*

Mexico City, Mexico ([PRWEB](#)) March 22, 2017 -- The Feria Internacional de Franquicias took place in Mexico City in March 2017. Trilogy Brands Group was pleased to participate in the conference and take the opportunity to meet with prominent businessmen and leaders in the capital: CDMX.

“Latin America is a ripening region and a focus consumer market for US brands,” according to Barbara D’Amato, Founder and CEO of Trilogy Brands. LATAM, as abbreviated, is witnessing explosive urban growth and rapid wealth growing at a rate of 38 percent in the past year, according to JWT, the region has the world’s fastest growing number of billionaires. This means that the uber-rich have a lot more money to buy high-end brands, making them an attractive consumer base in the global market.

And not just the uber-rich are growing as consumers, but also the affluent middle class, and the urban class of consumers. With the advent of technology, social media, and a population of around 130 million people in 2017, Mexico is the most populous Spanish-speaking country in the world and the second most populous country in Latin America after Brazil and second to the United States. Developing markets of LATAM (specifically Argentina, Brazil, Chile, Colombia, Mexico and Peru) have outpaced the US, the EU and the world average for GDP growth over the last decade according to a recent JWT LATAM study.

“We are delighted to be a global company who understands the next generation of Latin American consumers who grew up with an aspirational value for brands and a taste for high quality,” commented Barbara D’Amato. D’Amato continues, “We are now more focused than ever on fomenting collaboration with our LATAM partners, as we continue to build a highway for the introduction of brands into Latin markets and the world.”



**Contact Information**

**Barbara D'Amato, CEO**

Trilogy Brands Group LLC

<http://www.trilogybrandsgroup.com>

+1 (949) 922-2295

**Online Web 2.0 Version**

You can read the online version of this press release [here](#).