



Goods that people are  
forced into buying when  
incomes drop

Goods that people stop  
buying or buy less when  
incomes increase

Two lava lamps are shown side-by-side. The one on the left is red and the one on the right is orange. Both have black bases. A diagonal watermark with the text 'No Brand' in blue is overlaid across both lamps.

**No Brand**

wiseGEEK

# Demand for Inferior Goods

decrease when income increase

Inferior Goods



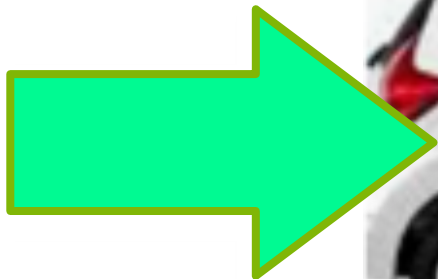
Store Brand

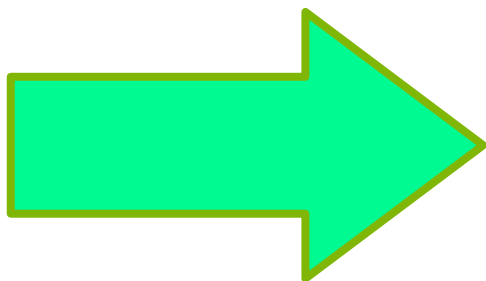




# Demand for Inferior Goods

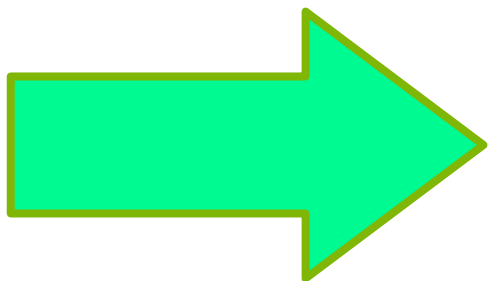
Increase when income drops





shifts right

shifts left



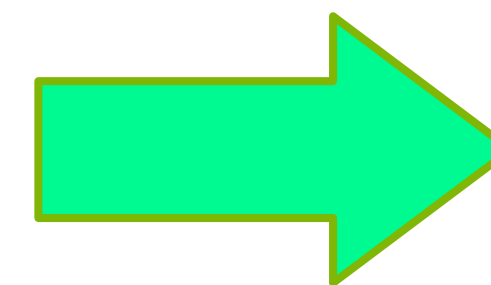
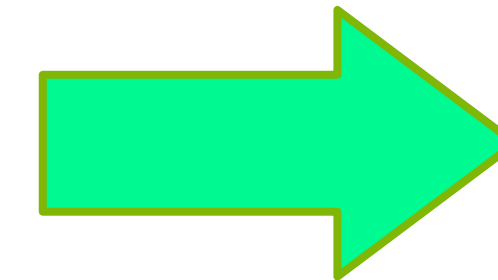
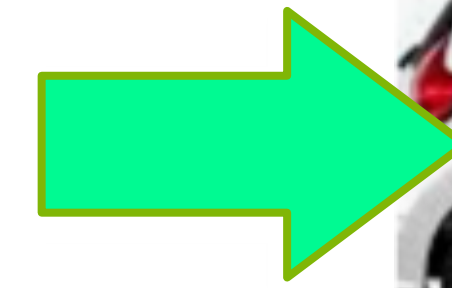
# Inferior Goods

Goods that people are forced into buying when incomes drop

Goods that people stop buying or buy less when incomes increase

Demand for Inferior Goods shifts right when income drops

Demand for Inferior Goods shifts left when income increase



# Complement Goods

