





Inferior Goods

**Goods that people are  
forced into buying  
when incomes drop**

**Goods that people stop  
buying or buy less  
when incomes increase**

**Demand Increase when  
income drops**









Two lava lamps are shown side-by-side against a white background. The lamp on the left is red, and the lamp on the right is orange. Both have black bases. A diagonal watermark with the text "No Brand" in blue is overlaid across the center of the image.

**No Brand**



avor

*Feature Flavor*

*Feath*

Häagen-Dazs

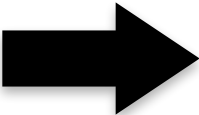
sticky toffee  
pudding



# REDKEN

5TH AVENUE NYC





**Demand decrease**  
**when income**  
**increase**

**Demand shifts left**  
**when incomes**  
**increase**

**Demand shifts right**  
when incomes  
decrease



**Demand moves  
opposite of  
incomes**

**Inferior Goods**

# Inferior Goods

Goods that people are forced into buying when **incomes drop**

Goods that people stop buying or buy less when **incomes increase**

Demand **Increase** when income **drops**

Demand **decrease** when income **increase**

Demand moves **opposite** of incomes

Demand shifts **right** when incomes **decrease**

Demand shifts **left** when incomes **increase**

# Complement Goods

