





# 1. Consumption

Expenditures in consumer goods  
are 70% of GDP



By far the most  
important  
component of GDP

Consumers make or break the  
economy



By far the most  
important  
component of GDP

# 1. Consumption

Expenditures in consumer goods  
are **70% of GDP**

Consumers make or break the  
economy

**What determines consumer  
spending?**