

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

Featu

Häagen-Dazs

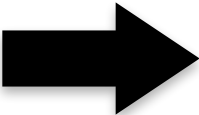
sticky toffee
pudding



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

