

Affordability, Value, and the Cost of Living: Balancing Budget and Lifestyle

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Abstracts

Consumers are facing increased pressure from rising prices as global inflation reaches 7% in 2023. The impact of higher costs of living is felt from top earners in developed markets to struggling households in emerging and developing countries. Factors such as simplified solutions, extended value ranges and added-value features have proven to be successful. Business that understand the diverse needs, desires and spending priorities of consumers will continue to maintain demand.

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