

# Affordability, Value, and the Cost of Living: Beyond Price Tags in Consumer Goods

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## Abstracts

After decades of low inflation, consumers are grappling with rising living costs, prompting shifts in priorities and preferences. This report delves into four major consumer goods industries – apparel, beauty and personal care, drinks, and food – to unpack the nuances of “affordability and value” across product categories. The varied perspectives empower companies to refine strategies and thrive in the new reality where consumers feel the squeeze but remain discerning.

...

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## Contents

Introduction

Conclusion

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