

Affordability, Value and the Cost of Living: Where Do Opportunities Lie?

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Abstracts

Rising costs of living pose challenges globally, but companies can find opportunities in several categories, essential and discretionary, especially in underpenetrated fast-growing markets. By considering category adjacencies and focusing on value, innovation, and aligning with evolving consumer lifestyles, businesses can safeguard profit margins and foster long-term growth.

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Contents

Introduction

Diversify and synergise

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Go beyond big and obvious markets

Unlock potential through value and innovation

Conclusion

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