

Affordability, Value, and the Cost of Living

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Abstracts

Global consumers are struggling with the cost of living crisis, as inflation remains high while household income growth lags. Consumers are adopting recessionary habits, such as trading down and being more selective in their spending. Rather than competing solely on price, businesses should prioritise value creation and customer loyalty. Tapping into education, food and drinks industries, reverting to service-based products, and investing in tech are further approaches offering opportunities.

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