

Asia Pacific Consumer Trends: How Self-love and Individuality are Taking Centre-stage

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Abstracts

The Asian consumer is changing. Traditional values that served the collective in terms of both society and the family are on the wane, with COVID-19 lockdowns accelerating a new focus on individualism and the self. This report explores how Asian consumers are evolving and emerging new opportunities through a deep cultural lens for manufacturers to tap into the market post-COVID.

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Contents

Introduction

The rise of the self

Evolving perceptions of beauty

Conclusions

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