

# Current and Future Drivers of Asia Pacific Consumer Markets

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## Abstracts

The report will explore the key themes transforming consumer behaviour in Asia Pacific in the world beyond the pandemic, namely Digital Living, Rethink Wellness, Sustainable Living, Make My Life Easier and Search for Experiences, and the strategies businesses should invest in to stay relevant, to build on existing brand equity and to create future resilience.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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