

# New Consumer Landscape: The Consumer Is Changing

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## Abstracts

The world is rapidly evolving due economic, political, geographic and climate changes. This is contributing to a change in consumer's habit and behaviour as they try to keep pace with these newer developments. Deeper understanding of these changes and new consumer landscape is imperative for businesses in order to formulate strategies which ensure better utilisation of company resources while taking advantage of potential opportunities.

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

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