

Megatrends: Pursuit of Value Impact on Consumer Goods and Services Categories

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PURSUIT OF VALUE AMONG FICKLE CONSUMERS

Over half of global consumers enjoy seeking new products, services and experiences Beauty and personal care: Increased investments in e-commerce to connect with consumers L'Oréal Group launched a virtual idol for the Chinese market Food: Being innovative and transparent to inspire and excite consumers

PURSUIT OF VALUE AMONG FICKLE CONSUMERS

Cargill's House of Chocolate enables chocolatiers to react speedily to new trends Apparel and footwear: From fast fashion to ultra-fast fashion Shein uses Al technology for on-demand design and production

PURSUIT OF VALUE AMONG CAUTIOUS CONSUMERS

Two thirds of consumers globally are looking to reduce on cost and quantity Beauty and personal care: Brands focusing on multifunctionality Av è ne : Bridging beauty and health

PURSUIT OF VALUE AMONG CAUTIOUS CONSUMERS

Food: Consumers are savouring deals and simplicity Grocery retailers offer discounts to win consumers amid high inflation Aldi looks to expand discounter footprint in the US Apparel and footwear: Cheap, fast fashion reaps record profit, even as consumers cut back Decathlon leads India's sporting goods retail market with low prices and diverse portfolio

PURSUIT OF VALUE AMONG CONSCIOUS CONSUMERS

One in three global consumers are making thoughtful choices that align with their values Beauty and personal care: Brands increasingly adopt a minimalist ethos Walmart's Clean Beauty addresses affordability and transparency in the US Food: Consumers' preference for local remains steady while other sustainable claims faulter Pushing boundaries to feel (even) better about chocolate Apparel and footwear: Rising market potential of ethical fashion Arc'teryx focuses on design durability and circularity

IMPLICATIONS FOR FUTURE GROWTH

The pursuit of value is deeply embedded in consumer culture Strategies to win Leverage the power of megatrends to shape your strategy today

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