

Affordability, Value and the Cost of Living: Where Do Opportunities Lie?

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Key findings

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Exploring opportunities to be future ready

DIVERSIFY AND SYNERGISE

Keep an eye on consumer expenditure forecasts for finding opportunities

Diversify and synergise categories to grow

PrimeBook , an Indian start-up, launches affordable laptop for learning

TikTok enters online retailing space with TikTok Shop

Sasa , a sauces, dips and condiments player, launches beauty products in Indonesia

DIVERSIFY AND SYNERGIZE

Looking beyond core business to benefit both businesses and consumers

GO BEYOND BIG AND OBVIOUS MARKETS

Developing and emerging markets are promising frontiers

Unmet market potential shows the large size of the prize

Darling Nigeria ensures affordability and value in its offering to consumers

Exploring untapped geographies to present growth prospects

UNLOCK POTENTIAL THROUGH VALUE AND INNOVATION

Innovate and enhance value proposition to attract and retain consumers

Pizza Pizza's Growflation pizza give more value from lower price

BNPL by Tabby in the UAE aims to aid shopping experience with financial flexibility

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Focusing on value and innovation key to growth and expansion

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