

The New Normal: The Rise of Affordable Flagship Products

November 2021

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Ageing population puts pressure on disposable incomes

Consumers look for better value as incomes declined due to pandemic

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E-commerce acceleration due to COVID-19 pandemic

E-commerce is helping affordable brands gain acceptance

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Consumers are more adventurous and knowledgeable

New affordable brands flooding the headphones market

Apple: smaller impact as its customer base tends to be affluent

Samsung: if you cannot beat them, join them!

Xiaomi: two-pronged strategy by the master of affordability

Key findings

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