

# New Consumer Landscape: The Consumer Is Changing

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## INTRODUCTION

Scope

The new consumer landscape

Key findings

## EVOLVING POPULATION DEMOGRAPHICS

Global population in 2023

Global population growth driven by Middle East and Africa to have implication for businesses

Gigo Taiwan: Creating the very first official certification for elderly-targeted toys

By 2040, Gen Alpha will gain more importance in shaping consumption trends

Into the metaverse with Roblox

## WAYS TO STAY ECONOMICALLY VIABLE

Consumers focusing on education to ensure their economic viability in future

Upskilling would be important for consumers to bring in higher income

Consumers and companies are impacted by evolving professional developments

Marks & Spencer introduces a cost-of-living support package for employees

Companies taking employee needs taking into consideration

Lifelong learning and flexibility in work to be the core of consumer economic viability

## SHIFT TOWARDS HOLISTIC HEALTH

Living longer but not healthy enough

Lifestyle diseases are becoming more prominent

Perception of health leans towards mental wellbeing and healthy immune system

QminC launches functional drinks with immunity-boosting and anti-inflammatory properties

Somnox offers a smart sleep companion aimed to improve the quality of rest

## MOVEMENT BEYOND DOMICILE

Consumers are expanding their physical boundaries and consumption beyond domicile

Move to cities bringing back opportunities for growth

Consumers are more diverse than ever before

Case study: discovery+ and Eurosport urge viewers to rally behind refugees

Consumer mindset becomes global owing to digital exposure

K-content is now popular beyond Asia through social media and digital platforms

K-pop stars BTS defy gender stereotypes as Vuitton's Global Brand Ambassadors

## CONCLUSION

Strategies for success

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