

Affordability, Value, and the Cost of Living

May 2023

Table of Contents

INTRODUCTION

Scope

Key findings

Exploring Affordability, Value, and the Cost of Living

Drivers of Affordability, Value, and the Cost of Living

Affordability, Value, and the Cost of Living uncovered

BALANCING BUDGET AND LIFESTYLE

Rising cost of living impacts various income groups differently

How consumers are coping with rising costs

Carrefour expands its vegan offering with VEGETal

Parle Products achieves growth thanks to small bites of indulgence

Consumers are increasingly cautious and selective

CITIES AS HUBS OF CONSUMER SPENDING

Cities are hubs for consumption, but some face a stern test in 2023 amid a weak economy

CITIES AS HUBS OF CONSUMER SPENDING

As many struggle with the cost of living, growth opportunities can be found in Asian cities

Sa Sa's discount store image will help it find its niche among price-sensitive Singaporeans

Shwapno expands to meet the growing demand of Bangladeshi urbanites

Urban spending to be depressed in 2023, but opportunities can still be found

NAVIGATING THE NEW CONSUMER REALITY

In the new consumer reality, value is more than just a competitive price

How to best serve consumers seeking affordability and value

Luxity: Trusted buyer and reseller of pre-owned luxury goods

Nuuly: Unique subscription-based service for clothing rental

Selling and communicating value to remain relevant

WHERE DO OPPORTUNITIES LIE?

Opportunities are numerous and varied

Unleash opportunities by embracing agility and adaptability in products and processes

Hoogvliet tests new technology and dynamic pricing model

Novameat: Spanish plant-based food using 3D technology

Exploring opportunities to benefit both businesses and consumers

CONCLUSION

Key takeaways

Affordability, Value, and the Cost of Living: How to win

Evolution of Affordability, Value, and the Cost of Living

Questions we are asking

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/affordability-value-and-the-cost-of-living/report.