Euromonitor International

Top Five Trends in Income and Expenditure

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MACRO SHOCKS HIT WALLETS INSTANTLY

The gap between announcement and action is now a competitive position
Lacteos Silvia: Format innovation as response to macro-driven income collapse
Knorr mini-meals: Format innovation as proactive consumer-protective response
Stability is the growth strategy that works in this environment

THE GREAT BUDGET RESET

Consumers have permanently revalued what a basket is worth
General Mills Cheerios Protein: Rebuilding the category necessity case from within
Growth follows the brand that answers the necessity question first

TWO CONSUMERS, ONE MARKET

In a polarised market, neutrality is not safety - it is irrelevance
Penny Italia Foreveryou : A distinct proposition for a growing, overlooked consumer
Kroger four-tier own label: Competing across the entire income spectrum
Opportunities at both ends, nowhere in the middle

TIME IS THE NEW WALLET

Experiences are not competing; they are replacing
Harley-Davidson and Insta360: Scaling community-led consumption partnership
Wall's launched "Minecraft" experiential ice cream for gamers
How to earn a place in the moment that matters

WELLNESS RESHAPES EVERY BASKET

Health is the operating system of every category
David's Bridal Fit Guarantee: The health economy reaches the wedding aisle
Mercedes-Benz Energizing Comfort: The car as a wellness environment
Where the health economy creates room to grow

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-five-trends-in-income-and-expenditure/report.