INTRODUCTION
Scope
Key findings
Exploring Where do opportunities lie?
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
L’Oréal’s YSL Scent- sation personalises fragrances through emotion analytics
Focusing on value and innovation key to growth and expansion

CONCLUSION
Key takeaways
Where do opportunities lie?: How to win

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-where-do-opportunities-lie/report.