

**Navigating the Cost-of-Living Crisis**

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**Report description:**

After decades of low inflation, economies, companies and consumers worldwide struggle to cope with the surging cost-of-living crisis. While the costs are proliferating, the expansion in remuneration is slow. This squeeze on living standards leads to decreasing discretionary spending, trading down to more affordable items, such as private label, and more frequent visits to discounters. Meanwhile, businesses try to stay afloat by increasing prices, moderating volumes or prioritising streamlined...

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- Take a step back from micro trends
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