

Top Five Trends in Income and Expenditure

Global Strategy | 2024-11-07 | 36 pages | Euromonitor

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Report description:

Businesses worldwide are navigating shifts in consumer behaviour driven by persistent cost-of-living pressures and heightened financial caution. The Top Five Trends in Income and Expenditure report reveals opportunities to gain and retain consumer loyalty. By catering to squeezed but value-conscious consumers, engaging overlooked segments, and expanding into underserved markets, brands can drive growth in a challenging economy.

Strategy Briefings offer unique insight into emerging trends world-wide. Aimed squarely at strategists and planners, they draw on Euromonitor International's vast information resources to give top line insight across markets and within consumer segments. Written by some of our most experienced analysts, they are designed as provocations for senior management to use in their own forum, allowing them to stand back and reflect on the behaviour and motivation driving global markets today and tomorrow

Product coverage: <|Products|>

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report

- Identify factors driving change now and in the future
- Understand motivation
- Forward-looking outlook
- Briefings and presentation should provoke lively discussion at senior level
- Take a step back from micro trends
- Get up to date estimates and comment

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