



New Consumer Landscape: A Global Overview

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The new consumer landscape

THE CONSUMER IS CHANGING

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Consumers are more diverse than ever before

Case study: Interflora UK launches flowers for single people

Case study: Tough Turban combines culture and safety

Seven out of 10 households globally will be urban in 2040

Cities in Asia and Eastern Europe show strong middle class expansion

Single-person households growing fastest, but are not strongest in purchasing power

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Case study: Click & Grow pairs smart technology with gardening in city households

Case study: Ori helps people live large in a small footprint

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