



# Affordability, Value and the Cost of Living: Where Do Opportunities Lie?

November 2023

Table of Contents

## 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](http://www.euromonitor.com/affordability-value-and-the-cost-of-living-where-do-opportunities-lie/report).