



# Affordability, Value, and the Cost of Living: Beyond Price Tags in Consumer Goods

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## INTRODUCTION

Scope

Key findings

Exploring affordability, value, and the new reality across consumer goods industries

In the new consumer reality, value is more than just a competitive price

Affordability, Value, and the Cost of Living: Beyond price tags in consumer goods

## APPAREL: AN INDUSTRY AT A CROSSROADS

To race or not to race to the bottom

Shein uses AI technology for on-demand design and production

But the cost of living crisis also boosts demand for repairs, resale, quality and durability

Arc'teryx focuses on design durability and circularity

DSW partners with Cobblers Direct in the US while VEJA opens a shoe repair centre in Paris

Ultra-cheap fast fashion is not the only answer to deliver 'value' to consumers

## BEAUTY AND PERSONAL CARE: SIMPLICITY AND SAVINGS

Consumers are after cost-effective and streamlined routines and products

Avène: Bridging beauty and health

NAE: Solid beauty box set that emphasises simplicity and sustainability

Clean Beauty at Walmart: Affordable, accessible, and transparent

Effective strategies focus on simplicity and multifunctionality

## DRINKS: FINDING THE RIGHT MIX

The focus on affordability is shaping new drinking habits and occasions

Coca-Cola: Promoting affordability through price-package optimisation strategy

Campa Cola: Capitalising on nostalgia and value-seeking Indian consumers

Heineken: Cheers to a good night out, wherever that is

The key to success is to find the right mix

## FOOD: BEYOND DISCOUNTS AND PROMOTIONS

Consumers are uncompromising when it comes to food

Choba Choba: Pushing boundaries to feel (even) better about chocolate

Mastellone Hermanos: Delivering affordability and nostalgic appeal

It's not all about discounts and promotions

## CONCLUSION

Key takeaways

Navigating the new reality across consumer goods industries: How to win

Evolution of Affordability, Value, and the Cost of Living

Questions we are asking

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