



Consumer Market Flashpoints: Between Uncertainty and Opportunity

August 2023

Table of Contents

INTRODUCTION

Scope
Key findings
Exploring Consumer Market Flashpoints
Drivers of Consumer Market Flashpoints
Consumer Market Flashpoints uncovered

RISING INEQUALITY

Global income gap widens amidst cost-of-living crisis
Doing nothing is not an option
Lidl UK raises salaries for the third time in a year
Debris of social action falls on the companies
Unlock potential through closing the gaps

MASS MIGRATION

Embracing immigration is strategic solution to stagnating economic growth
How immigrants drive economic growth
Canada: Mass immigration to transform the nation
Amazon, Starbucks and adidas among others pledge to hire and train 250,000 refugees
John Legend launches skin care line Loved01 for melanin-rich skin
Unleash the advantages of multiculturalism

ANOTHER PANDEMIC

Major consumer shifts as a result of the pandemic
How to build resilience and be ready for the next pandemic
Marks & Spencer uses packaging to highlight health threats and educate consumers
Collaboration between Xbox and Calm to improve the mental health of gamers
Be ready or be sorry

INTERPLAY BETWEEN THE FLASHPOINTS

Navigating the reality of polycrisis
Gylian streamlines product portfolio to build agility and discover new opportunities
Unilever streamlines product range to enhance efficiency
Connect flashpoints, build resilience

CONCLUSION

Key takeaways
Consumer Market Flashpoints: How to win
Evolution of Consumer Market Flashpoints
Questions we are asking

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/consumer-market-flashpoints-between-uncertainty-and-opportunity/report.