



# Voice of the Industry: Consumer Insights

March 2024

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## INTRODUCTION

Overview

Voice of the Industry: Consumer Insights snapshot

## COMPANY STRATEGY

Prioritising consumers throughout the value chain to drive business growth

Shein opens first pop-up store in Dubai to take advantage of other channels of distribution

Mokobara and Indigo collaborate to cater to evolving needs of modern travellers

Businesses growth plans hinge on company offerings and consumers

TH True Milk Gold targets the ageing population in Vietnam

DNA-based lab-grown diamonds (LGD) receive widespread attention

## SALES AND CHANNEL

2023 sales optimism shapes retail strategy of companies

E-commerce landscape redefined by convenience, personalisation and digital engagement

Trata launches the first concept store dedicated to ready meals in Greece

Reliance Retail launches tech-enabled Azorte stores across different states in India

## INNOVATION AND NPD

Companies innovate to meet consumer needs

Innovation plan targets diverse markets and prioritises consumers

Companies use digital and traditional means to promote new/improved products/services

Gatorade goes tropical connecting with new generations searching for innovative flavours

Nescafé innovates with an indulgent coffee collection

## TECHNOLOGY

Technological developments enhance businesses' offerings for consumers

Eobuwie.pl: Esize.me feature on smartphones eases shopping online

Koton launches AI Collection in collaboration with Turkish influencer and digital creator

Coca-Cola uses AI to launch futuristic beverage

Carrefour integrates generative AI solutions to enhance shopper experience

## CONCLUSION

Key takeaways

Key strategies employed by businesses

## ABOUT VOICE OF THE INDUSTRY

About Euromonitor International's Voice of the Industry Survey series

Respondents

## About Euromonitor International

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- **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

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