



Affordability, Value, and the Cost of Living: Balancing Budget and Lifestyle

July 2023

INTRODUCTION

Scope

Key findings

Exploring affordability, value and the cost of living

Local impacts of a global crisis

Balancing budget and lifestyle uncovered

DIVERSE REALITIES OF THE RISING COST OF LIVING

The cost-of-living crisis looks different around the world

Poorer households face a greater challenge in maintaining their standard of living

Unilever: Recognising that raising prices has not been an effective strategy

Co-op and Microsoft team up to redistribute surplus food

Empathetic solutions instead of reactionary price increases

DEVELOPED MARKET CONSUMERS FOCUSING ON REDUCING SPENDING

Finding simplicity in order to reduce expenditure

Demand for value ranges supports supermarkets, while discounters guarantee affordability

Team Repair: A sustainable monthly subscription teaching children science, tech and repair

Kaufland: Mixing sustainability and health and wellness into private label assortment

Double down on value features in developed markets

MIXED CONSUMER REACTIONS IN EMERGING AND DEVELOPING MARKETS

Consumers in Sub-Saharan Africa struggle due to unfavorable economic environment

Casava brings insurance to the mass market via digital app

Emerging and developing Asia is resilient in the face of rising costs

Shwapno expands to meet the growing demand of Bangladeshi urbanites

Titan's Taneira expands to tap into growing demand for branded ethnic wear

Custom strategy needed in different emerging and developing countries

CONCLUSION

Key takeaways

Balancing budget and lifestyle: How to win

Evolution of affordability, value and the cost of living

Questions we are asking

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