



Euromonitor  
International

# Consumer Market Flashpoints: Between Uncertainty and Opportunity

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## 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

Guylian 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](http://www.euromonitor.com/consumer-market-flashpoints-between-uncertainty-and-opportunity/report).