

KANTAR

Merry Xmas!

Open Innovation Fellowship

Kantar iLab



KANTAR

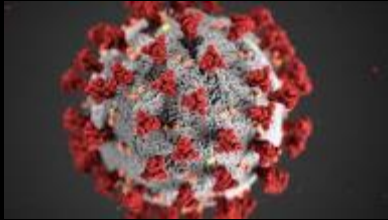
2023

Global Outlook

Creative Control



Disruption expands in 2022 with war, inflation and the pandemic



The World Health Organisation declares the COVID-19 outbreak a pandemic

March 11, 2020



Russia launches full-scale invasion of Ukraine

February 24, 2022



US Crude oil hits 13-year high at \$130

March 2022



Millions of Chinese under lockdown after new outbreaks and the government commits to zero-policy

August 31, 2022

March 23, 2021

Host of supply chain issues begin as container ship obstructs the Suez Canal



February 28 2022

IPCC concludes many impacts of climate change are now irreversible



April 8, 2022

Global food prices increase to their highest levels since the UN's Food Price Index began in 1990

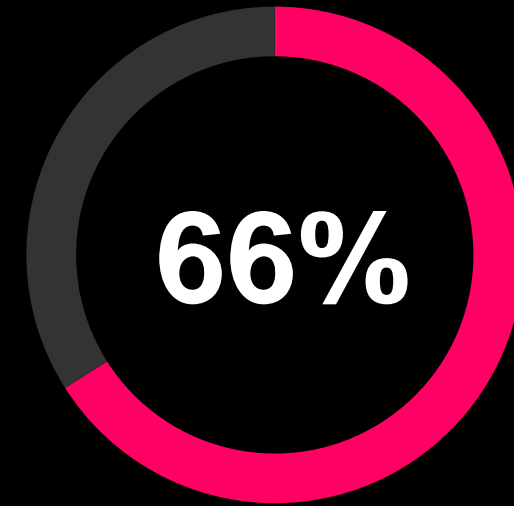


October 2022

Tensions flare between China & UK/US over Taiwan and between North Korea and South Korea/Japan



Consumers' insecurities are pervasive worldwide



The world I live in feels like an increasingly hostile and uncertain place

2023 Global MONITOR Outlook



Today's
Reality

Worries

Reactions

Responsibility

Tomorrow's
Opportunities

Pragmatic aspirations

Power of proximity

Digital command

Today

The economy dominates today's headlines across the globe

Worries

Economists See **Argentina** Inflation
Surpassing 100% by December *Bloomberg*

IMF cuts **Asia's** economic forecasts
as **China's** slowdown bites *Al Jazeera*

Russia to Suffer Worst Slowdown
of Any Major Economy *WSJ*

Everyone's nervous, as **Canada** faces
hot inflation, rising rates: experts
Reuters

UK inflation accelerates to 40-
year high as food prices rise *AP*

Italian economy faces threat from
climate change - central bank
Reuters

South Korea's economy decelerates,
risks to growth mount *The Star*

Egypt slumps further into
economic crisis as pound sinks
against dollar *The New Arab*

Colombia in "perfect storm"
affirms JP Morgan *The City Paper Bogotá*

Economists Cut **Australia** 2023 GDP
Outlook, Signal Inflation Risk *Bloomberg*

Today

Worries

A few economic bright spots

Japan's economy could be an
'outperformer' next year
Nomura

India Is Poised to Weather the
Coming Global Economic Storm
Stratfor

Mexico's Economy Surprises With
Fastest Expansion in Over a Year
Bloomberg

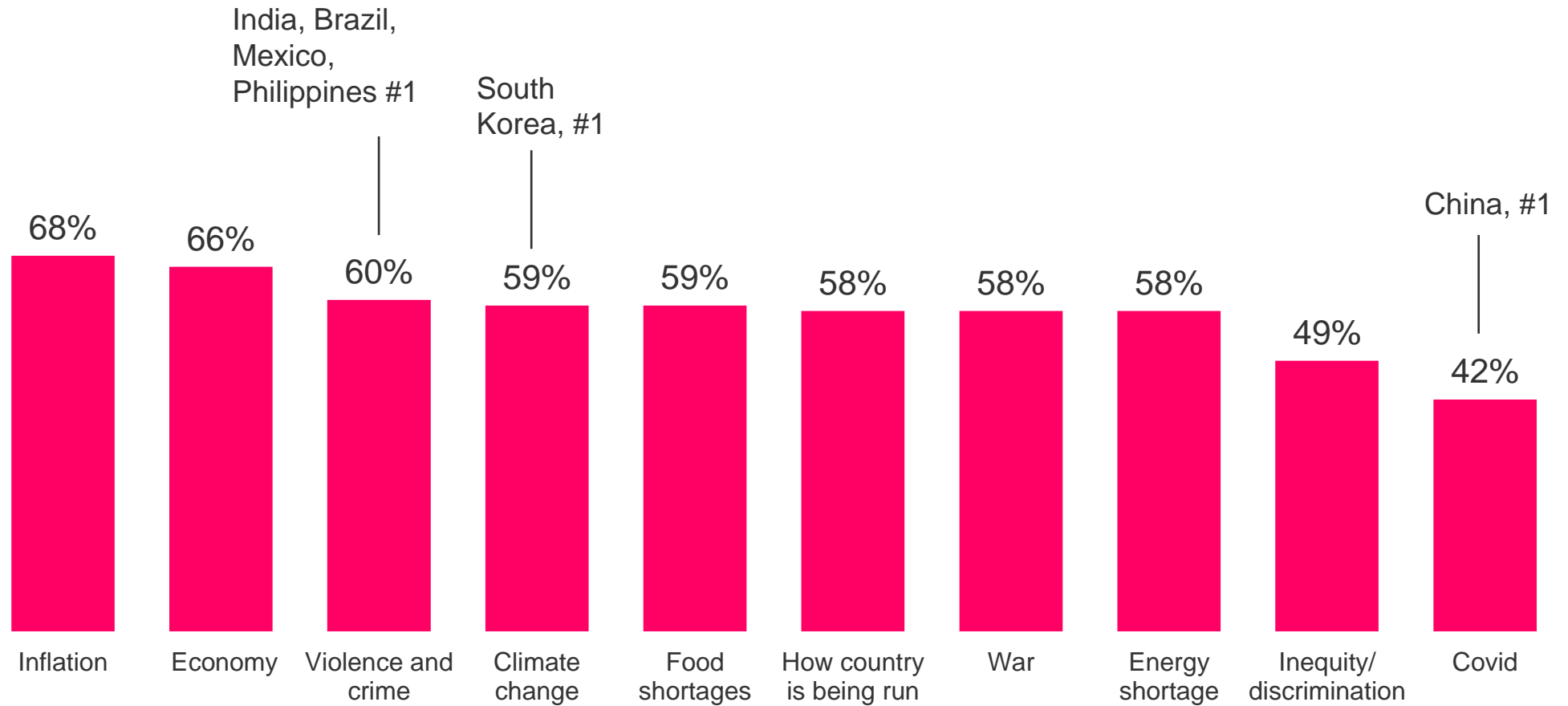
Thai economic recovery intact
despite global volatility
Reuters

Today

Worries

Consumers cite inflation as their top concern

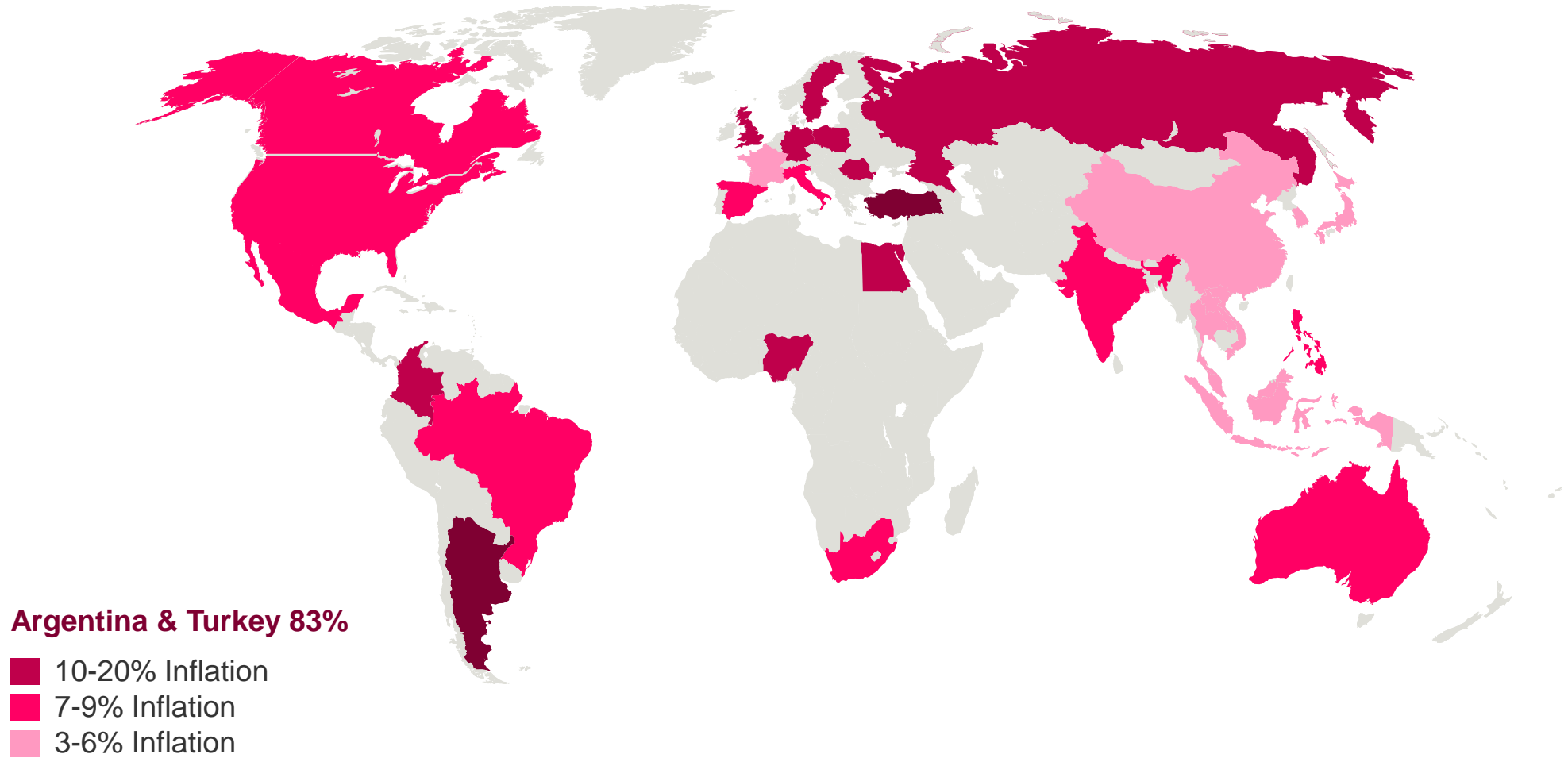
Concerned by the following issues (Top 3 box, 10pt scale)



Today

Worries

Inflationary pressures vary by region



Source: Trading Economics Oct., 2022

Today

Worries

Although inflation is paramount, other concerns are pressing

42%

in China are worried about



“As of Oct 24, some 28 cities across the country were implementing some degree of lockdown measures, analysts Nomura told news agency Reuters - with around 207 million people affected in regions responsible for almost a quarter of China's GDP.”

BBC

59%

in S. Korea are worried about climate change



“Extreme weather events – from scorching heatwaves to unusually heavy downpours – have caused widespread upheaval across the globe this year, with thousands of people killed and millions more displaced.”

Reuters

74%

in Poland are worried about war



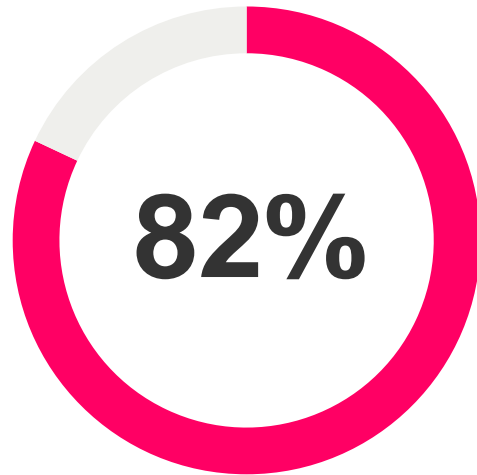
“Poland's government has ordered firefighters to check if the country's bomb shelters are fit for purpose in case “the darkest scenario” emerges from Russia's war in neighboring Ukraine.”

Radio Poland

Today

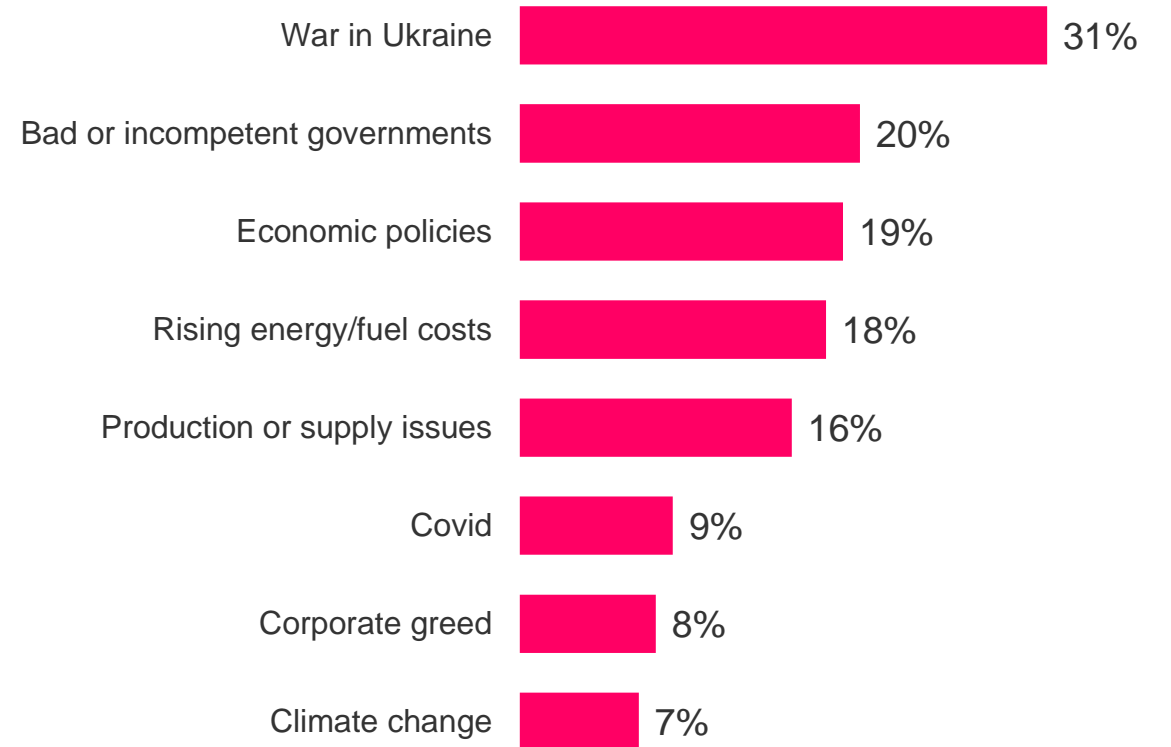
Worries

War with Ukraine is perceived as a key driver of inflation



Global consumers feel inflation is going up

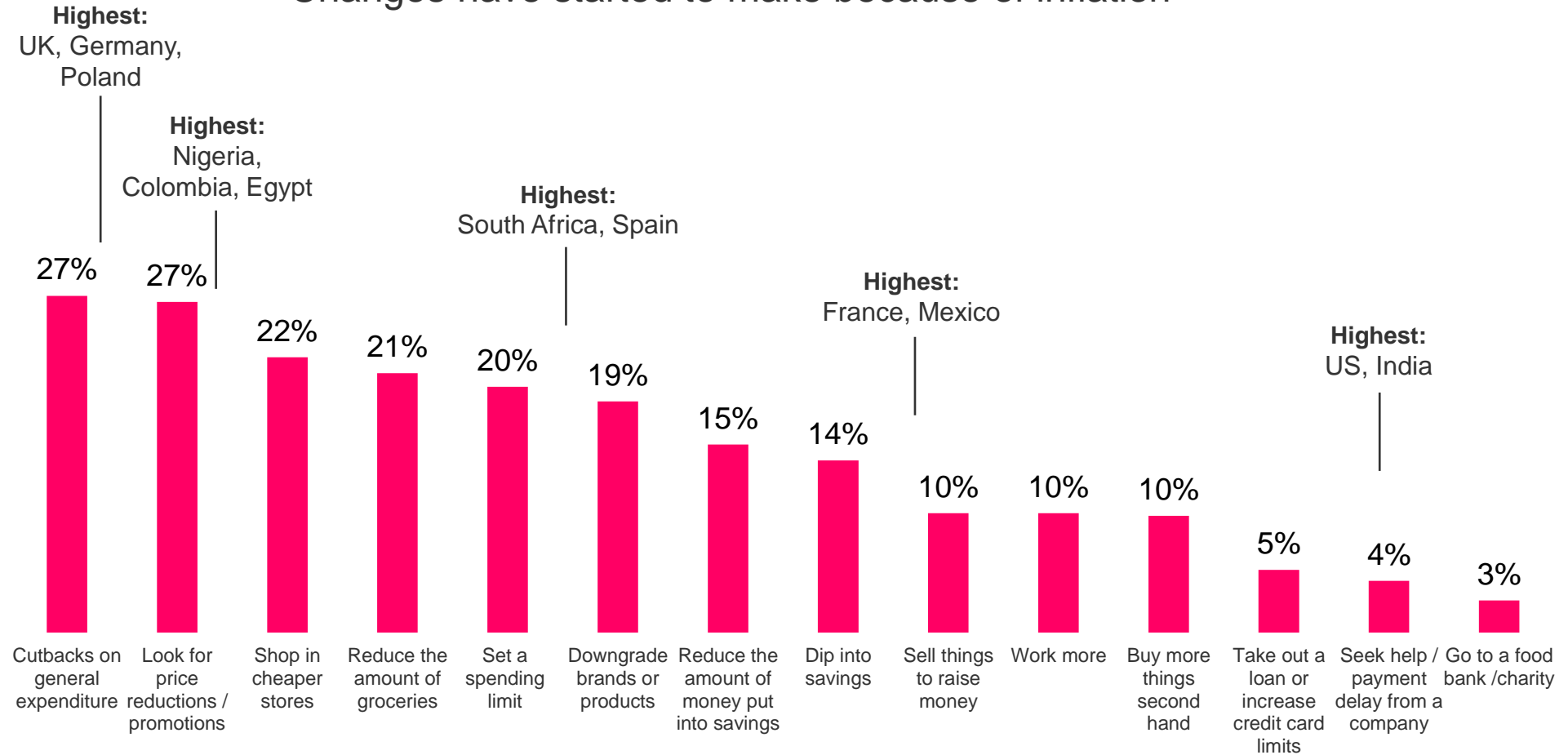
% say the following is causing inflation



As a result, consumers are cutting back and seeking price reductions and promotions

Reactions

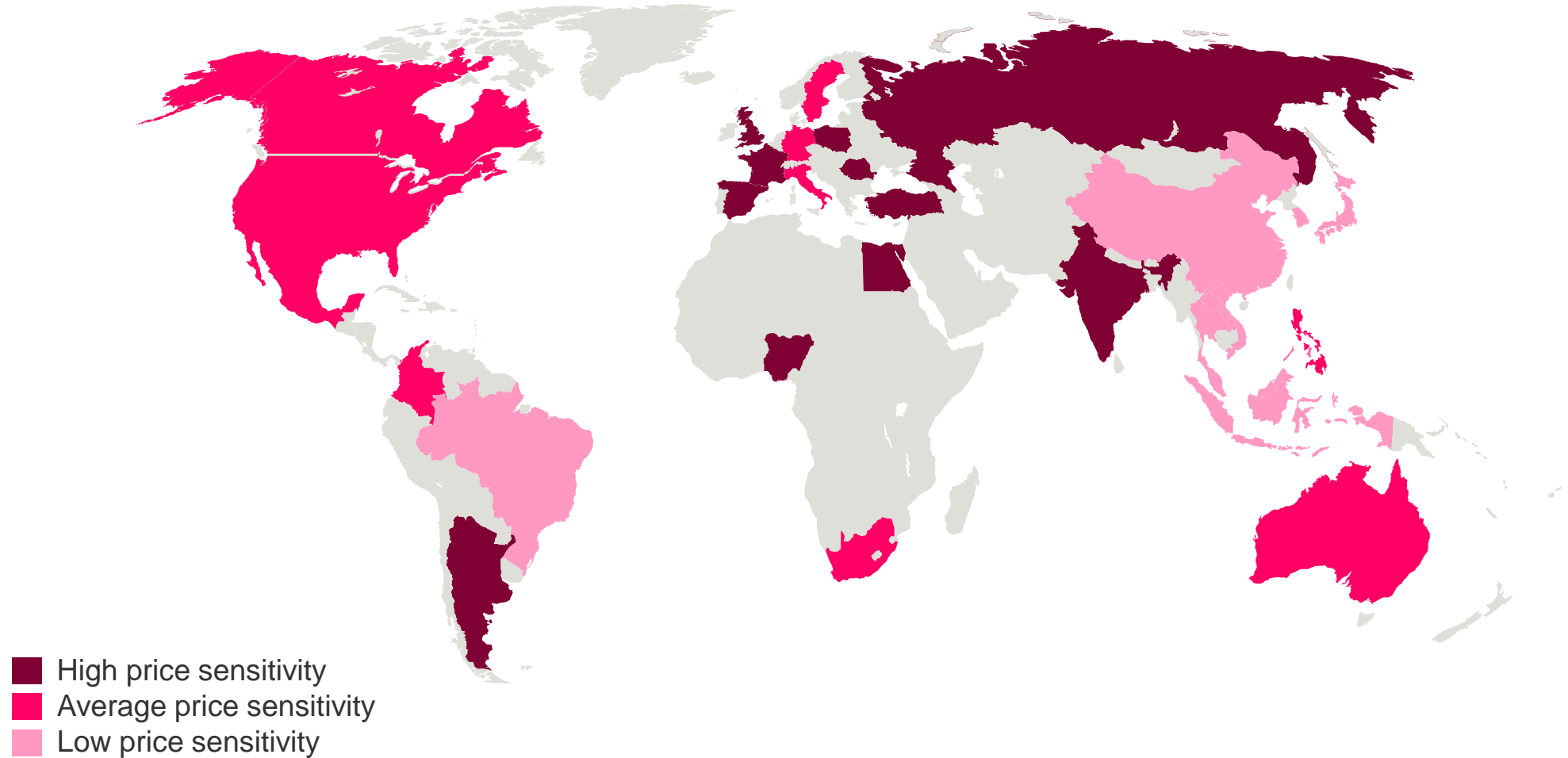
Changes have started to make because of inflation



Today

Reactions

Most of Europe, parts of Africa, and Argentina cite highest price sensitivity



Luxury, entertainment and eating out are the first to go

If you had to make savings, what are you most likely to make savings on over the next year?

Luxury goods	61%
Entertainment activities (e.g., going to events)	50%
Eating out	48%
Holidays	48%
Home improvement	46%
Subscriptions to entertainment (e.g., Netflix/Spotify)	44%
Social activities	41%
Clothes	40%
Fuel and electricity usage	39%
Education and learning activities	33%
Personal care and cosmetics	31%
Food purchases	30%
Reducing insurance cover	28%



More premium products are being denied and private label brands are intensively reminding consumers of significantly lower prices without compromising quality.”

Streetscaper, Italy

People are dealing with price increases by turning to more affordable places to eat (such as eating at convenience stores) and mini-experiences (such as coin-karaoke).”

Streetscaper, S. Korea

Market goers buy less fresh fish, fruits and Iberian ham during the week, instead, they concentrate the consumption of what is now considered luxury food on weekends.”

Streetscaper, Spain

Today

Reactions

Stockpiling becomes a key strategy in countries with chronic inflation



Argentina

“One major tactic here is stockpiling. “To the extent that I can, I try to stash as many goods as possible,” said Ana Vienny, a 63-year-old retiree. At one point, she says, she owned 48 cans of tuna and enough vinegar bottles to cook for months. “Eventually, I had to stop buying because there was simply no more space.”

Nonperishable goods are a popular target. “Whenever I see a discount, I buy,” says Nicolás Mónaco, a 32-year-old manager. “I might have eight toothpaste pots right now,” he says. “And enough shampoo for a year and a half. As long as there is no expiration date, I just pile up.”

Washington Post

Consumers consider energy conservation as a costing-cutting measure

Actions you are considering to reduce your expenditure on fuel and energy

1 Reduce gas or electricity usage at home	56%
2 Walking more	54%
3 Traveling less	52%
4 Taking public transport	47%
5 Start cycling / cycling more	38%
6 Installing solar panels	31%



For instance, on the streets of Metro Manila, more and more workers have switched to bikes as their mode of transportation amidst the fare hike for public utility vehicles”.

Streetscaper, Philippines

Energy security is an important subject currently in Poland that is being addressed by various stakeholders. All major energy companies are communicating rational ways of using electric energy and avoiding high bills.”

Streetscaper, Poland

Companies' step-in with price breaks or flat price promises

Reactions

Italy



“Esselunga Supermarkets have decided to block the price of 400 products until December 31, 2022. These products are branded under the "Smart" line, which includes several categories: breakfast, snacks, meals, personal hygiene, and essential staples for school. Most items are 40% less than the average price. The initiative started in November 2021, when Esselunga decided to lower the prices of basic goods to help consumers. The CEO admits to decreasing his margins but keeping his promise to his customers.”

Streetscaper, Italy

Saudi Arabia



“One brand that is casually addressing the rising cost of living is modern grocery retailer, Carrefour Saudi Arabia through the launch of its “Pay Week Sale.” The sale takes place during the last week of the month when most consumers receive their monthly salaries. Carrefour offers discounts on popular brands of essential food, cleaning and beauty products.”

Streetscaper, Saudi Arabia

Japan



“Popular Italian food chain restaurant Saizeriya — long an affordable dining option for consumers in Japan, and a brand that has enjoyed popularity due to their economic prices — pledged to not raise prices in the face of global inflation. The move received praise from consumers and reporters alike.”

Streetscaper, Japan

Other companies show empathy or provide financial solutions

Reactions

Poland



“Credit Agricole Bank refers to rising inflation and an uncertain future, especially in the financial field. The latest ad emphasizes that even the nationwide famous fortune-teller, Maciej, does not know what inflation will be. The answer to the uncertain future may be a cash loan or other financial solution from Credit Agricole. This is a light and humorous style of communication that is trying to empathize with consumers and the reality of economic uncertainty.”

Streetscaper, Poland

UK



“Channel 4 aired a special ad in partnership with Boots, Co-Op, giffgaff, Go-Compare, Lidl, Nationwide Building Society and Vodafone. The ad begins with an introduction from Channel 4 explaining to viewers that they will see a series of ads from brands promoting their offers to help them save money, and services to support communities during the cost-of-living crisis. After the ad spots, they included a link to a special Channel 4 website page for further information and support.”

Streetscaper, U.K.

Indonesia



“The increase in prices of several basic needs, as well as fuel, has affected people's purchasing power in Indonesia. Kredivo Paylater, a local buy now, pay later payment option, is trying to help maintain people's purchasing power. The current state of inflation makes Kredivo Paylater a payment option for consumers to better manage future potential price increases. Paylater usage has increased to 38 percent in Indonesia in 2022.”

Streetscaper, Indonesia

Different tactics are leveraged by companies trying to cut their own costs

Poland



“Supermarket chain Netto is the first store in Poland to reduce its opening hours due to soaring energy costs. Dozens of outlets belonging to the Danish discounter – which has 650 locations in Poland – will open for an hour less every day from November.”

Streetscaper, Poland

Philippines



“Local businesses such as restaurants and fast-food chains have taken down certain meals from their menus amidst the increasing food prices. In fact, this October 2022, local meat processors, bakers, and manufacturers of consumer goods such as sardines, canned meat, coffee, and evaporated milk have requested the Department of Trade and Industry (DTI) to increase the suggested retail price (SRP) of their products amidst the rising production costs.”

Streetscaper, Philippines

U.S.



“Tech’s layoffs and hiring freezes are deepening, as Amazon.com, Inc. today announced a pause in new hires, Lyft, Inc. and Stripe, Inc. said they are laying off hundreds of employees amid the worsening economy, and even Apple, Inc. was reportedly holding off on new hires outside research and development roles.”

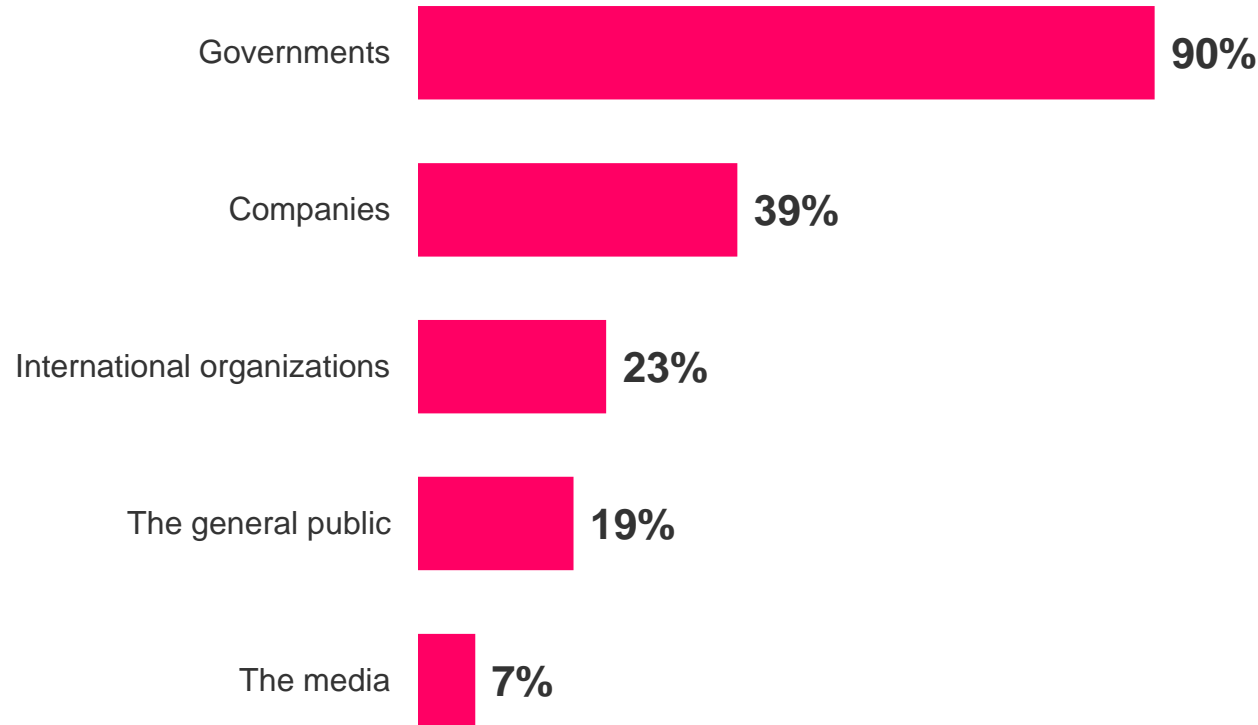
Streetscaper, U.S.

Today

Responsibility

Consumers hold governments most responsible for the economy followed by businesses

Who is responsible for solving the economy



Countries most likely to hold companies responsible

- UK
- Germany
- France
- South Africa
- India

Today

Responsibility

Decent pay is perceived as top responsibility of companies

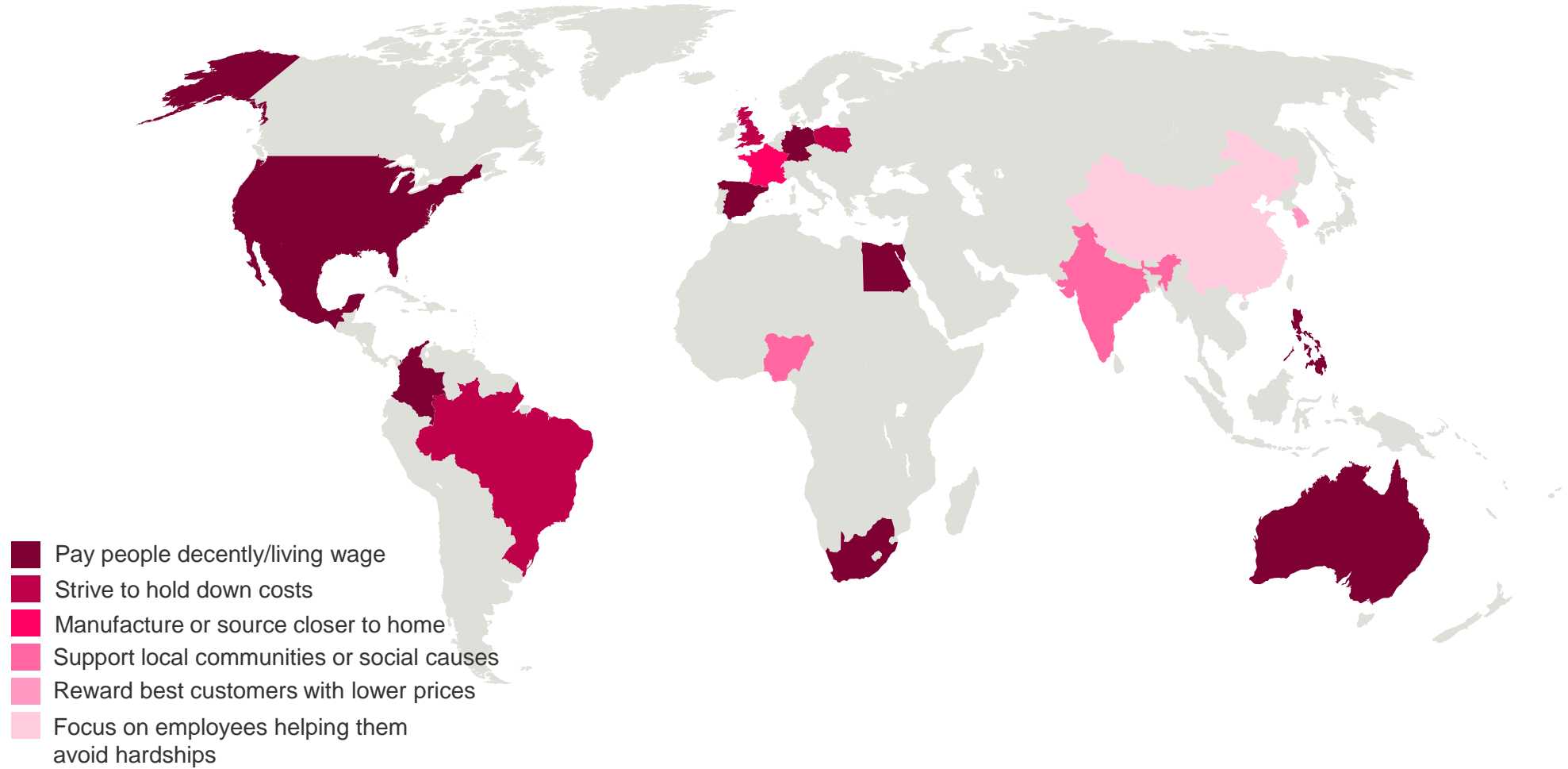
1	Pay people decently/a living wage	47%
2	Strive to hold down costs	42%
3	Manufacture or source closer to home/in this country	35%
4	Support local communities	34%
5	Promote their most cost-effective offer	32%
6	Focus on employees, help avoid hardship	30%
7	Hold or reduce profits to support customers	29%
8	Contribute to society by supporting social causes	29%
9	Reward their best customers with lower prices	25%
10	Share unavoidable cost between company & customer	20%
11	Business should decrease their reliance on fossil fuels	20%
12	Businesses should pay more tax	18%
13	Downgrade quality to keep same prices	11%



Today

Responsibility

Perceived corporate responsibilities vary by market



Today

Responsibility

Governments and companies providing additional financial relief

Spain



“This summer the Spanish government launched the Bono Cultural Joven. Spanish citizens who turn 18 years in 2022 are eligible for a 400€ cheque that can be spent on cultural events, services or goods including theaters, bookstores, cinemas but also for digital content and subscriptions to news and on-demand platforms. This is the first time in Spanish modern history that young people get direct help in order to consume.”

Streetscaper, Spain

UK



“Major UK banks, such as Barclays and Lloyds, are giving lower-paid staff out-of-season pay raises or cash bonuses John Lewis and Waitrose will offer free food over the winter and are also doubling their financial assistance fund to help workers with bills. Sainsbury’s says it will give workers access to “basic food items” during their shifts from this month.”

The Guardian

Japan



Kenmin Foods Co., a Kobe-based producer of rice noodles, has seen a surge in sales since consumers started shifting away from increasingly expensive wheat products. Company President Yuki Takamura said the higher profits are one reason he decided to provide allowances to workers in July. Employees who had been working for a year or more received 50,000 yen (\$337), and those who worked for less than a year were paid 10,000 to 30,000 yen. Takamura said he himself felt the effects of inflation when he was at a supermarket and thought, “I have to do something.”

Asahi

Today's Reality

- 1 Empathize with honesty
- 2 Create value
- 3 Take responsibility

2023 Global MONITOR Outlook



Today's
Reality

Worries

Reactions

Responsibility

Tomorrow's
Opportunities

Pragmatic aspirations

Power of proximity

Digital command

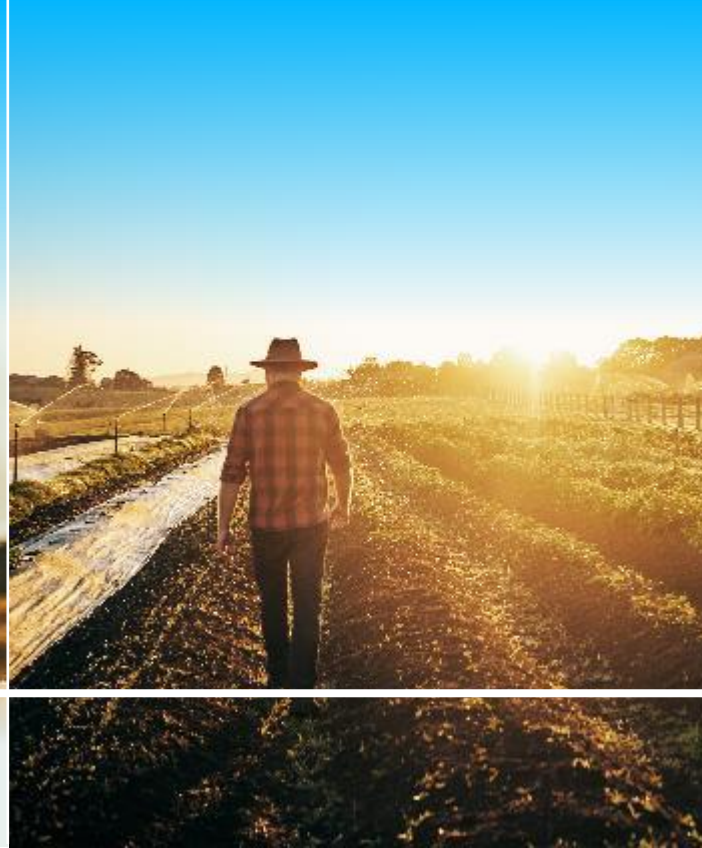
In facing today's reality, consumers are seeking a greater sense of

Control

Pragmatic aspirations



Power of proximity



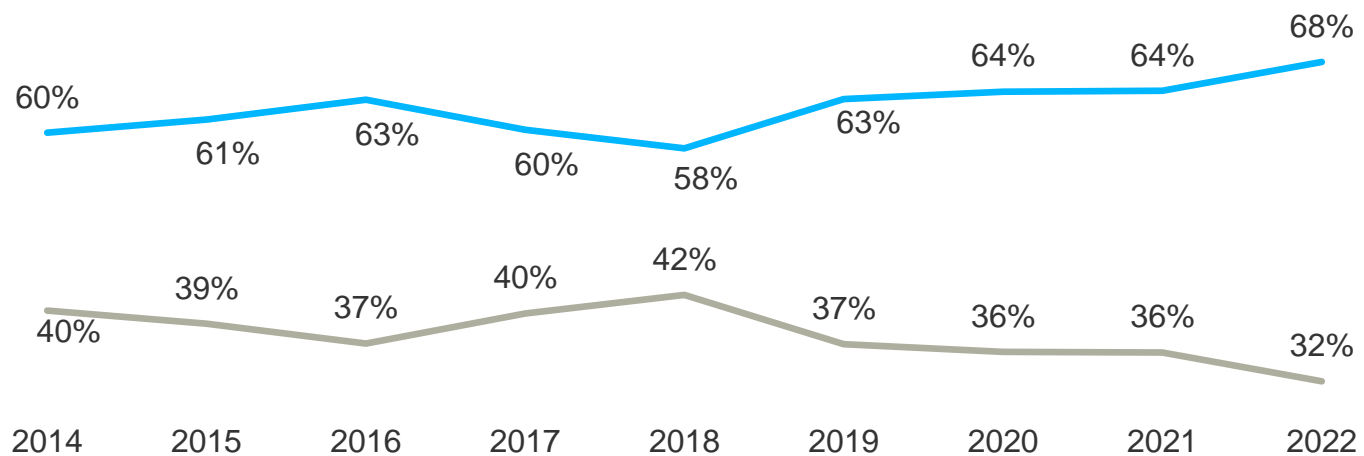
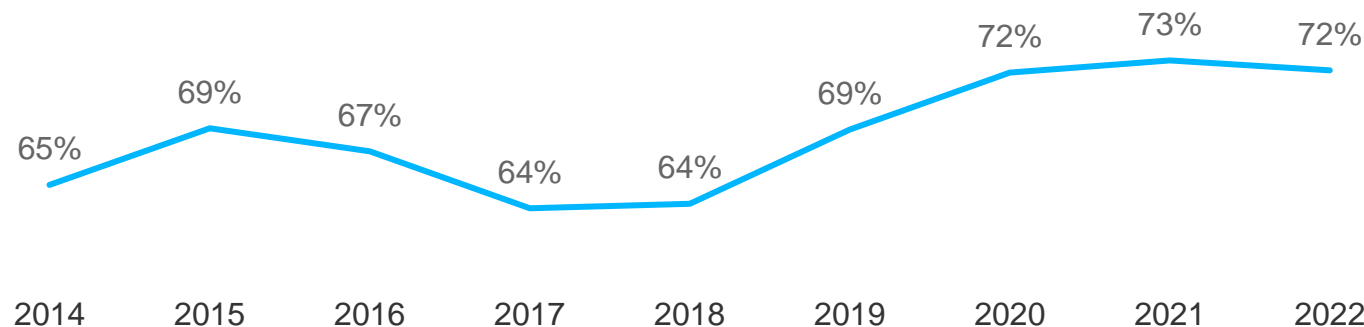
Digital command



The world seems riskier...

...causing consumers to play it safe

“I am constantly aware of the need to identify and manage the risks that surround me in the world today” – 72% agree



— I am happy to take some risks for the chance to enjoy greater rewards

Tomorrow

Pragmatic aspirations

In need of security, consumers are adopting a more pragmatic approach



An overall new sense of practicality is reflected in people's goals. Being able to cover your own expenses or afford retirement in the future, both used to be average achievements but have now become life goals for many people.

Streetscaper, Italy

People are reimagining their aspirations – a financial foundation is key

Success in 2016

VS

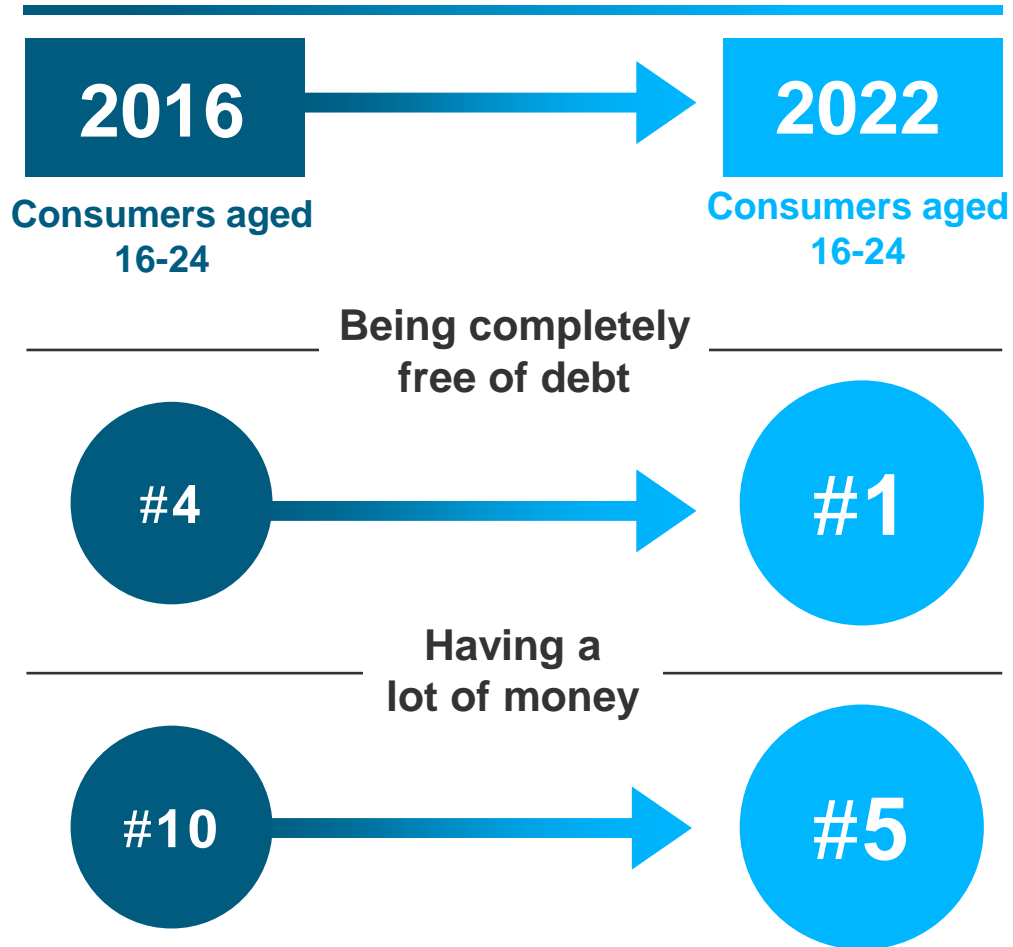
Success in 2022

- 1 Being a dutiful member of your family
- 2 Setting a good example for others by leading a healthy lifestyle
- 3 Being completely free of debt**
- 4 Being seen as an expert related to a particular topic or skill
- 5 Regularly donating your money or time to help others in need
- 6 Having high-achieving children
- 7 Having influence in your community
- 8 Being a successful entrepreneur
- 9 Having a high-status job
- 10 Having a lot of money**

- 1 Being completely free of debt**
- 2 Being a dutiful member of your family
- 3 Setting a good example for others by leading a healthy lifestyle
- 4 Being seen as an expert related to a particular topic or skill
- 5 Regularly donating your money or time to help others in need
- 6 Having a lot of money**
- 7 Looking attractive and desirable
- 8 Having high-achieving children
- 9 Traveling all over the world to many places
- 10 Having a high-status job

Younger consumers are driving the push toward pragmatic financial goals

Elements of Success



Economic uncertainties of today’s world have definitely affected how Gen Z defines success. Rather than living extravagantly, more now define success as the **mere ability to survive happily and peacefully within their means**. Consumers have definitely grown more practical, especially given the context of today’s economy.”

Streetscaper, Philippines

Businesses are empowering consumers to face practical realities

France



Settling for Reality

Honda's "What's your second most beautiful dream" campaign for their motorcycles in France positions their iconic motorcycles as what the audience might more realistically garner rather than their first-choice dream of being a brilliant writer, prodigy football player or genius actor. Honda is the number one best-selling brand of motorcycle in France.

Turkey



Investing for Absolute Beginners

"Finfree is a mobile app that invites all beginners to educate themselves about financial literacy, acting as a tool for those who are not familiar with the stock market but willing to start investing. The app provides simplified information about hedges, sectors, and basic analyses for beginners in order to educate them in financial terminology and best help them gain financial freedom."

—Streetscaper, Turkey

Brazil



More Feasible Ways to "Own"

"A car is not for getting married," is the motto of Brazil's **Localiza Meo** subscription car leasing service's campaign. The ad discusses changes in Brazilians' habits, by provoking the consumer to reflect on a new way of having a brand-new car – a way that is economical and with low commitment – unlike the responsibility that the purchase and ownership of a vehicle usually demands. Meo shows consumers in Brazil that it might be more practical to subscribe rather than buy a car at this time.

Tomorrow

Power of proximity

Consumers are also adopting a sense of autonomy to quell anxieties and gain a sense of control



A new feeling of striving for independence...of controlling one's own fate...has become more pronounced, with louder criticism of the systems that existed before. Of all current events, the pandemic accelerated this the most.”

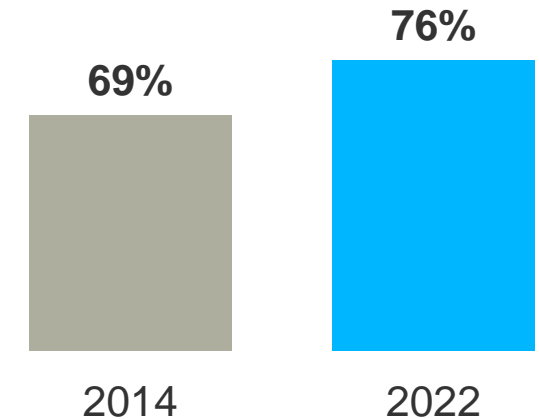
—*Streetscaper, Japan*

Similar to past periods of crisis, consumers' value of self-reliance is on the rise

Global ranking of **Self-reliance**: Relying on myself and my own resources – extremely/very important

2020	2022
1 Honesty	1 Honesty
2 Health	2 Health
3 Family	3 Family
4 Authenticity	4 Authenticity
5 Fairness	5 Fairness
6 Knowledge	6 Self-reliance
7 Balance	7 Balance
8 Privacy	8 Privacy
9 Self-reliance	9 Knowledge
10 Learning	10 Learning

Global consumers who agree, "I am constantly striving to improve myself and my abilities in as many ways as possible"



This desire for autonomy and self-sufficiency extends to the national level

Manufacturing

Made in **Britain**: Broken supply lines drive manufacturing back home
Reuters

Kenya's new trade minister to crack down on local manufacturers repackaging imported goods
Garowe Online

Louis Vuitton to ramp up production in **France** with 2 new sites
Reuters

Travel

Domestic travel subsidies set to begin for **Japan** residents
Japan Times

Domestic travel still top of mind for **Filipinos** – Airbnb
Manila Bulletin

Domestic travel in **Saudi Arabia** up 30% as government's cultural vision boosts tourism
The National

Food and agriculture

China can't count on global markets for food security, Xi Jinping says
South China Morning Post

AMLO Plans Measures to Shield **Mexico** From Food Price Volatility
Bloomberg

- Government to unveil plan to help farmers produce more locally
- Administration wants Mexico to become more self-sufficient

Bringing it closer to home: Consumers believe businesses have a pivotal role in creating more localized control

How companies and brands should deal with increased cost of living (chosen in Top 5)

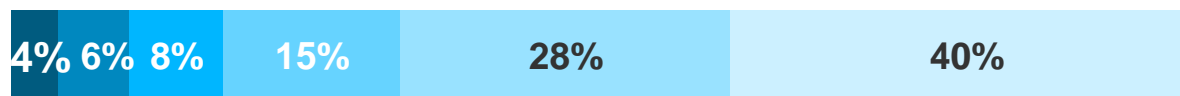
1	Pay people decently/a living wage	47%
2	Strive to hold down costs	42%
3	Manufacture or source their products closer to home/in this country	35%
4	Support local communities	34%
5	Promote their most cost-effective products / services	32%



Domestic milk only – U.K.

Glebe Farm’s oat milk is “100% British” according to its billboard at Luton airport, which highlights its competitors’ foreign origins. In the crowded alternative milk category, the brand hopes to stand out to patriotic consumers.

We should continue to source what we need from anyone who can sell it to us

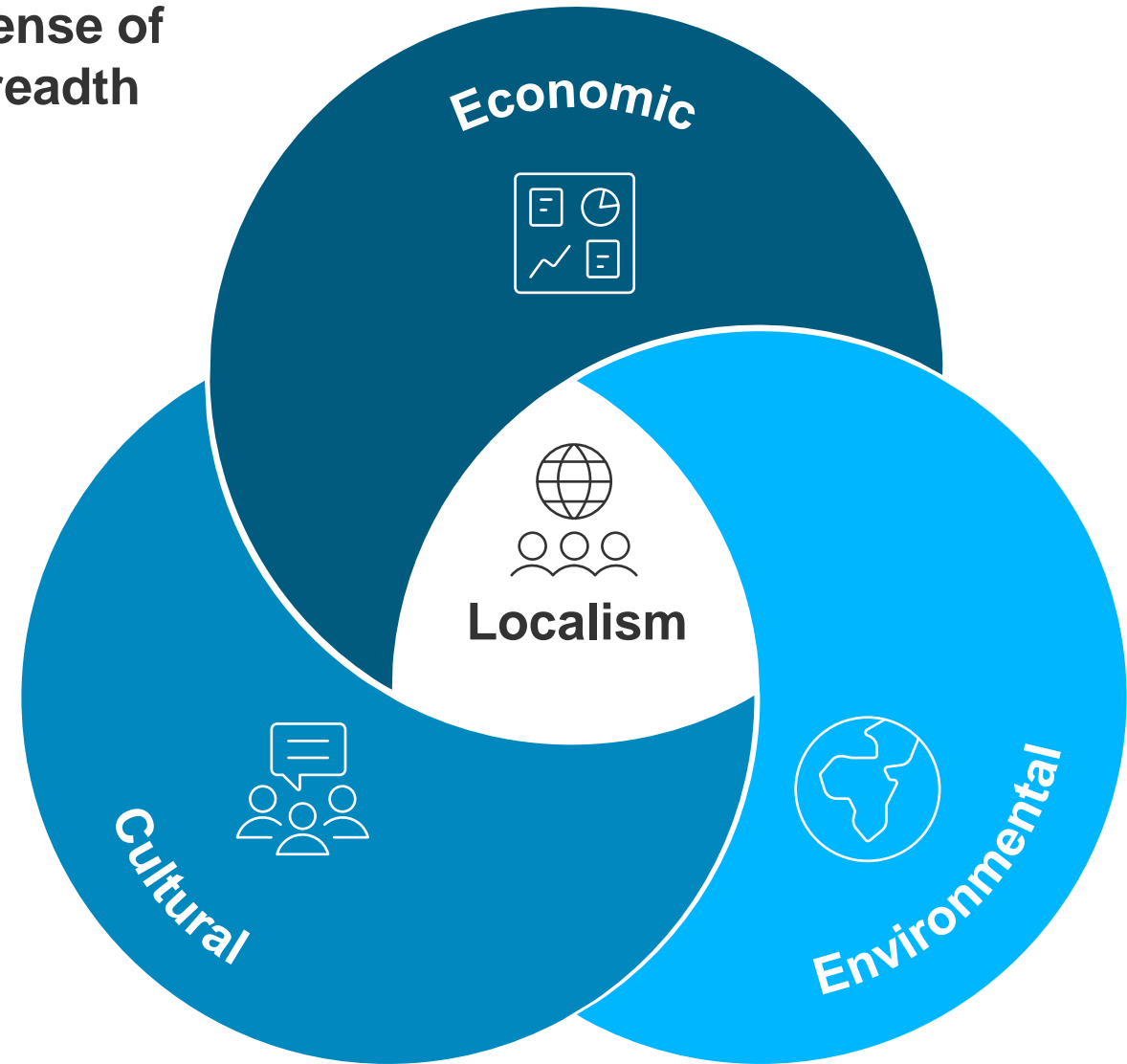


We should make sure we can produce what we need more locally and be more self-sufficient as a country

Localism gives consumers a sense of control and agency across a breadth of issues

The desire for “Local” now goes beyond ideas of environmental protection (shortening supply chains and fossil fuel use).

For consumers today, “local” means choosing to create or maintain viable economic structures, cultural contexts AND environmental conditions in an area that is not thriving under current global market conditions.



Businesses are tapping into and bolstering local economies

Nigeria/Africa



Centering African Industry

This e-retailer **Industrie Africa** promotes home-grown designers who make world-class high-end designs. All designers focus on local heritage, traditions, national pride, domestic manufacture & ethical economic factors as well as environmental sustainability to be sold by Industrie Africa.

Italy



Domestic Digital Nomads

Italy's national railway, **FS Fondazione**, partnered with **Liminal**, a non-profit that brings together a group of MIT students to revive small towns by creating new economic opportunities so they can remain alive and viable. Ideas centered on bringing urban dwellers back through building accommodations, revived railways, hiking trails, and new infrastructure, so these towns can keep their culture and move toward growth rather than decline.

Japan

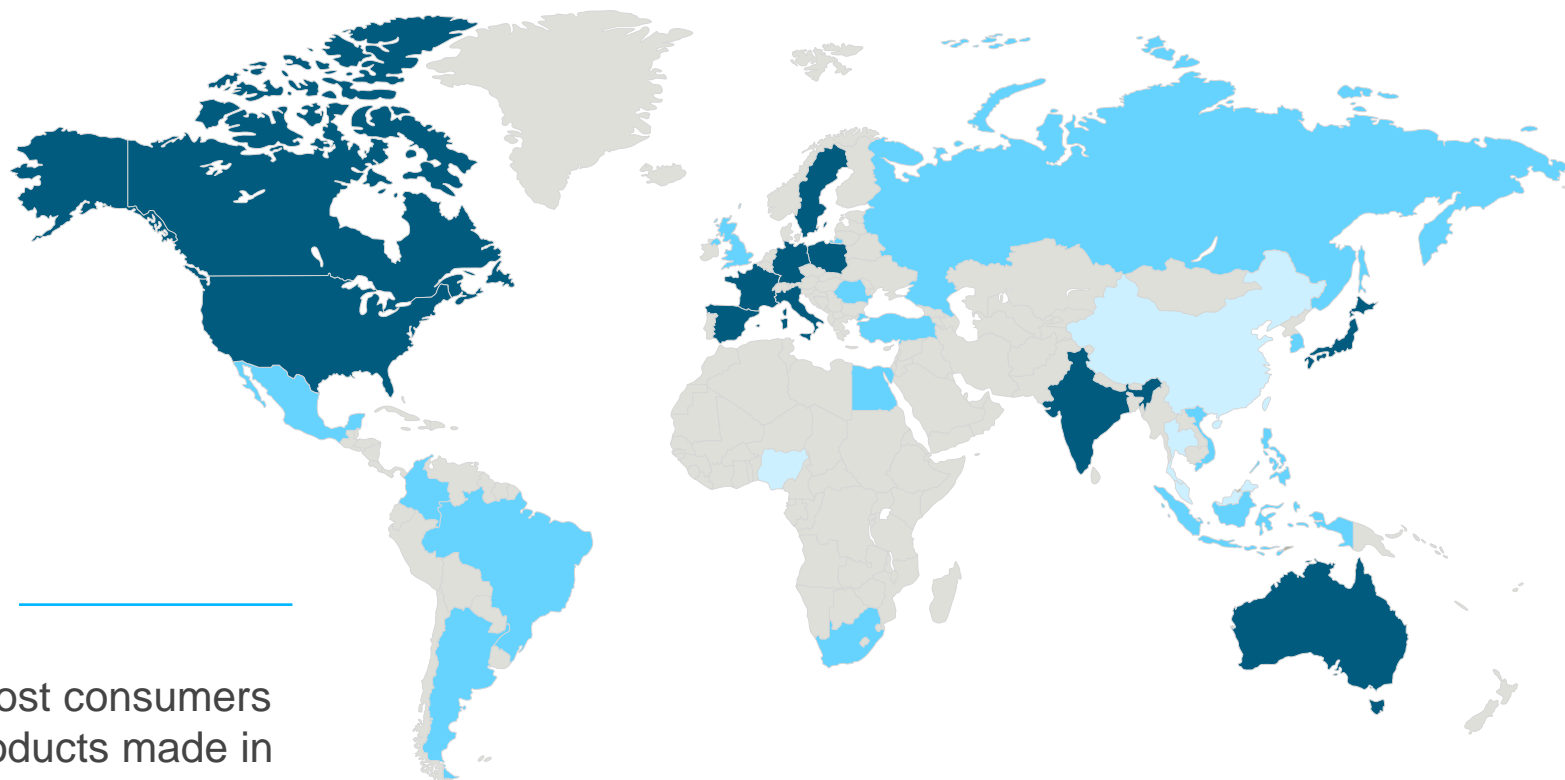


Industrial Tourism

Factorism is a Japanese festival that promotes tourism of factories and workshops. Festival creators hope to grow appreciation of factory products and add vitality to local economies. Japan has some of the world's oldest companies, many of which are small, and rural. As urban people grow to appreciate factories through tourism, Factorism and other industrial tourism festivals hope to keep tourism local to benefit tourists and factory communities alike with growth and vitality.

North American, European shoppers are especially drawn to domestic products

Global consumers who agree it is essential/important that “**products are made in my country**” (rank out of 12 brand characteristics)



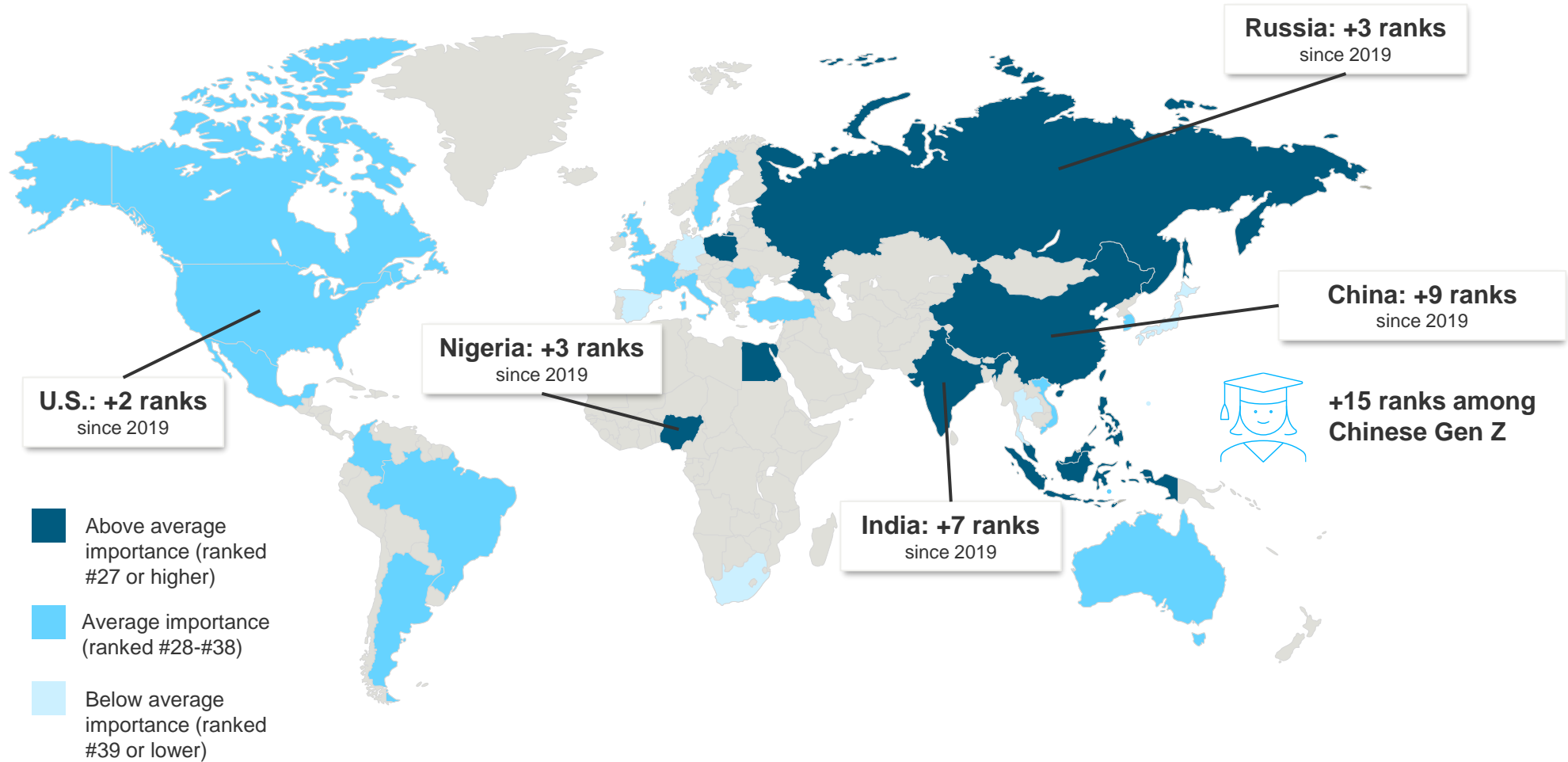
Brands know that most consumers are willing to buy products made in the local market to support national producers in a moment when the economy is fragile.”

Streetscaper, Colombia

- High Importance (Rank 1-4)
- Average Importance (Rank 5-8)
- Low Importance (Rank 9-12)

But national pride and loyalty is on the rise in emerging markets, with preference for local brands poised for growth

Nationalism: Being loyal or devoted to my country – extremely/very important



ASIA · CHINA

China's Gen Z isn't like the others. Meet the nationalistic generation that's way richer than its parents

Source: xxx

Nationalism of Chinese Gen Zers is extending into the marketplace



China's growing youth nationalism is influencing spending habits. Many young Chinese now shun foreign brands and embrace "guochao" (国朝)—made-in-China goods that incorporate traditional Chinese colors, design, and history—reshaping how foreign brands approach the Chinese market."

- Denise Cheng, analyst at China-focused market research firm Daxue Consulting (via Fortune)



Brands are joining consumers in their celebration of national or local culture

Bolivia



Protecting traditional craft

Named for its place of origin in Bolivia, beer brand **Huari** became concerned that the tradition of Huari weaving was disappearing. The brand organized workshops to increase the number of weavers in the local area, produced documentaries about the craft, started a petition to declare fabrics of Bolivian origin official cultural heritage, and raised awareness with a limited-edition bottle displaying Huari weavings.

Singapore



Culturally familiar metaverse

Xctualyfe is Singapore's locally-developed metaverse platform designed to appeal to Singaporeans by incorporating familiar cultural elements, such as local landmarks, into its virtual environments. The platform's NDP Metaverse, for example, celebrates Singapore's National Day Parade by allowing users to partake in virtual activities that mirror traditional NDP events, like skydiving with the Red Lions.

India

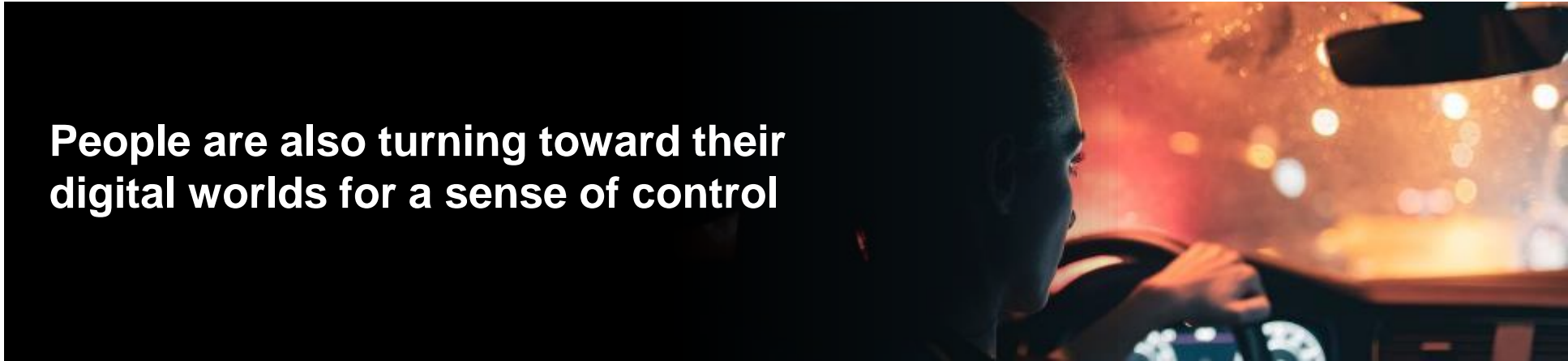


Facilitating cultural connection

Coca-Cola India invited consumers to celebrate the Indian festival of Diwali with one another via limited-edition Coca-Cola bottles capped with Bluetooth-enabled locks. The caps read, "Yeh Locked Coke sirf apno ke sath khulega," which means "This locked Coke will only open with loved ones," referencing the requirement that the recipient of each bottle must be within range of the sender's mobile phone.

Tomorrow

Digital command



People are also turning toward their digital worlds for a sense of control

Control over who they know

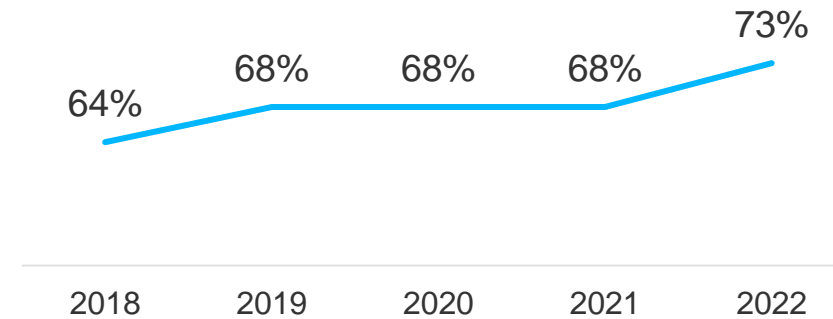


“The virtual nature of the metaverse is likely to lead to real-life connections, similarly to internet communities. The metaverse is particularly useful for **people who live in remote areas or internationally as they can be connected to users based anywhere.**”

- Streetscaper, South Korea

Control over how they succeed

“**Technology is helping me get ahead**”
(among those who access the internet)



Digital empowers consumers across many facets of life

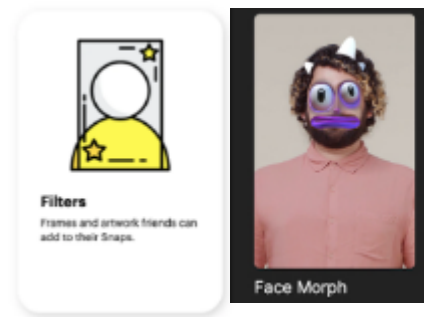
Affordability



Ferrari
Italy/Global

Ferrari and blockchain expert, Velas, created a Ferrari metaverse based on real models. Ferrari previously worked with Fortnite to launch a 296 GTB in the game.
Cost: less than 1 cent vs 300K+ USD

Identity/ Expression



DIY Filters
Global

Social media giants now allow users to make their own filters. Snapchat allows users to easily create their own filters to use on their platforms. TikTok has opened it up to anyone who is conversant with software development.

Work/ Career



Minecraft Career Counsel
U.K.

Minecraft players can visit CareerCraft, a virtual world designed to help users with professional plans. While exploring Welsh landmarks, challenges and activities educate players on professions while determining career paths that match their specific strengths.

Escapism/ Exploration

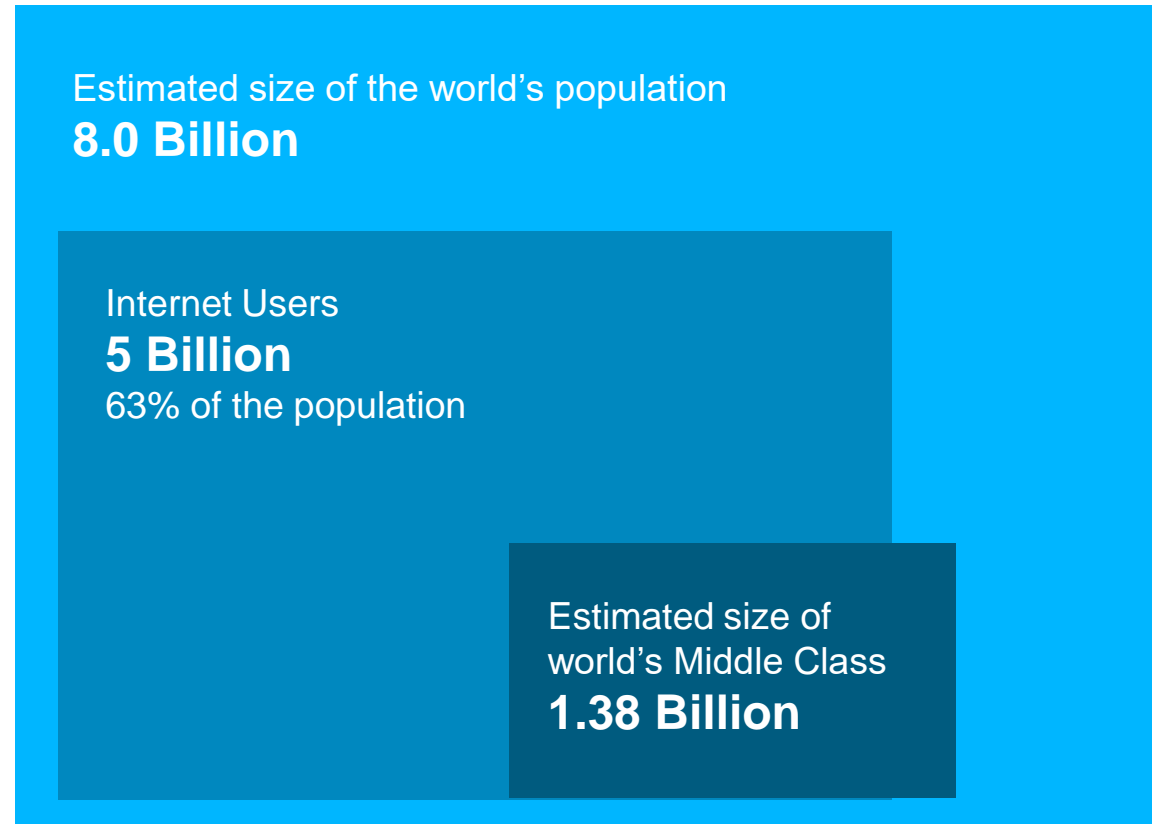


First Airlines
Japan

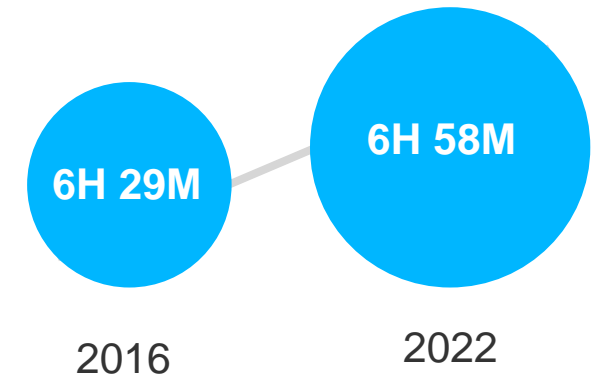
Virtual private jet flights complete with international tours while staying grounded in Tokyo.

Increased time online is leading to increased comfort

Internet access is now nearly ubiquitous



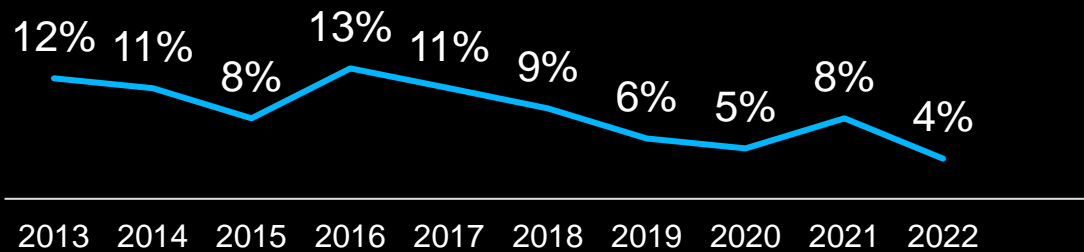
Consumers spending more time online...



Consumers are no longer hot NOR cold about technology

NOT Hot

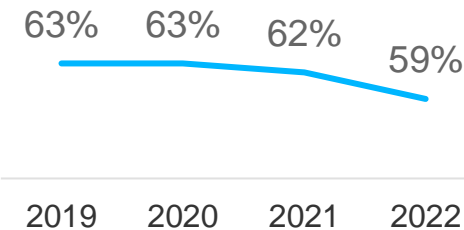
Digital connection rates are slowing:
Internet growth is slowing



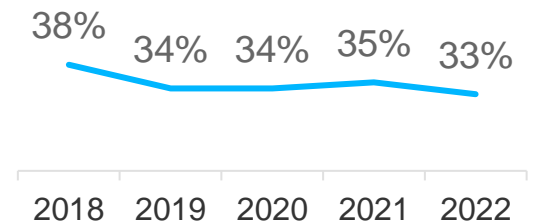
NOT Cold

Digital anxieties are diminishing

Global consumers who agree, "I worry about **technology distracting us from being present in the moment**" (among those who access the internet)



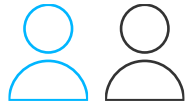
Global consumers who believe that it is very or somewhat likely that they are at risk of: "**Public humiliation from a social media post going viral**"



Consumers recognize the control that connectivity affords them

Work-life integration

About Half



of global consumers agree that **“I enjoy using video conferencing platforms”** (among those who access the internet)



Health and product/service accessibility

Telehealth use has increased

38X

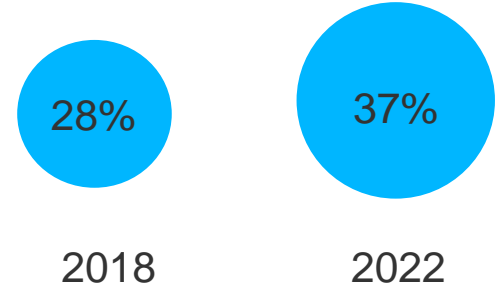
Since COVID-19

The Night Economy in New York City alone generates **35.1 bln USD** in economic output

Social participation

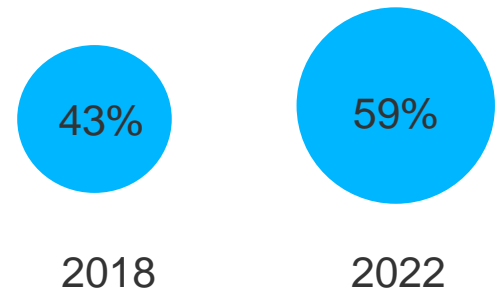
Global consumers who agree:

“I often express my opinion on brands online” (among those who access the internet)



Financial efficiencies

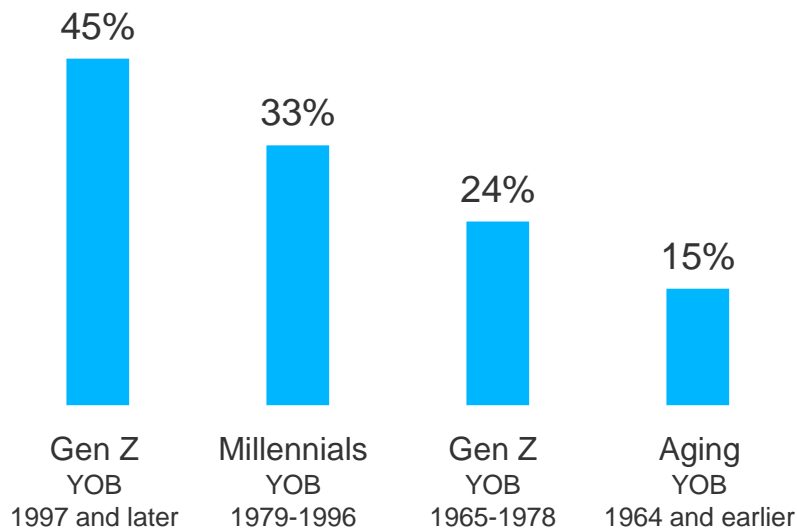
Used mobile phone to make **bank transactions** in the last 30 days (among those who access the internet via smartphone)



Consumers are growing more comfortable living in digitally immersive worlds

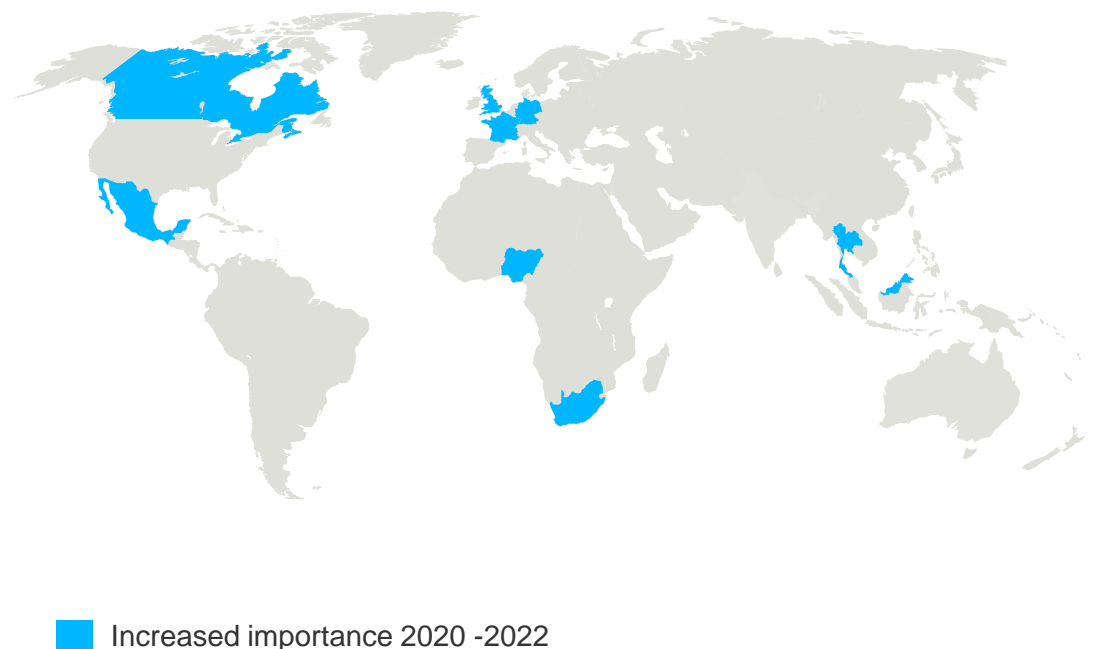
Global consumers who agree:

“I would be comfortable spending a lot of time in an immersive, digitally-generated world, such as with AR/VR (virtual reality)”



Global markets where:

“**Virtuality** - Preferring to do things and express myself in virtual worlds over physical ones” as a personal value global consumers say is extremely or very important (by rank out of 46)



The Power in Choice:

Businesses are meeting consumers' desire to choose by the increasingly seamless fusion of digital and physical realities



Global

Attainable Luxury

Digital fashion items are an easy way to practically and affordably participate in the luxury world. Well-known designer brands like Gucci and Ralph Lauren are now creating limited-edition virtual items and bringing physical versions to life. Even brands like Coca-Cola are creating digital fashion that consumers can wear on their digital personas across platforms.



Brazil

Designed Sociability

Housi is a housing network that provides flexible rentals by the hour, month, or longer. It now gives consumers even more control by offering a twin digital world of some of its properties. Residents can socialize, gather for events and celebrity meet and greets or make the choice to safely interact with neighbors digitally before committing to see them in real life.

The Power in Choice:

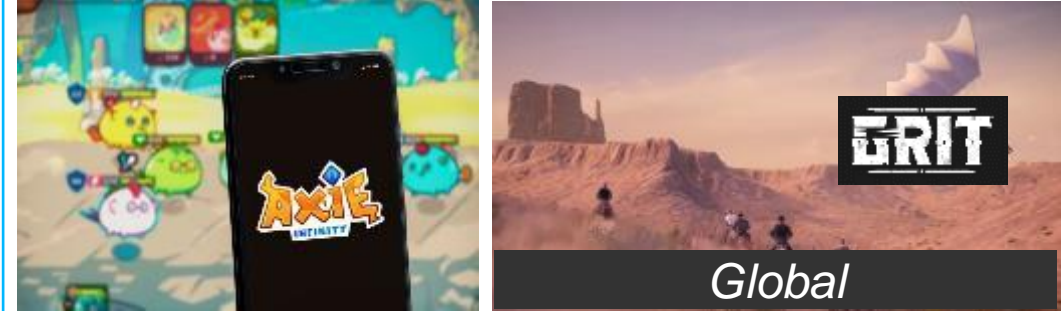
Businesses are meeting consumers' desire to choose with the increasingly seamless fusion of digital and physical realities



China

Digital Commerce Gets Real

Pinduoduo – has recently become the largest e-commerce site in China by emphasizing fresh food. The company emphasizes small farmer agri-business as a pillar of growth. One way it attracts customers is through a popular game it created where players plant trees to grow fruit and when they ripen, the actual fruits are shipped to them in real life as a reward. This helps the small farmers and Pinduoduo bypass the entrenched supply chain and grow a consumer base.



Global

Power to Earn

Gamers can now earn real-world incomes from gameplay. Axie's Play-to-Earn model had investors talking and gamers playing hard to make real income (players in some markets such as the Philippines were making living wages from the game) during the pandemic. But this model had issues with pay-to-play-to-earn entry barriers. Now global game firms like EPIC have taken the model to the next step with immersive games like GRIT that offer free-to-play-to-earn for players.



Tomorrow's Opportunities

- 1 Encourage practicality
- 2 Participate in local sustainability and pride
- 3 Empower through digital realities

About the Global Outlook

Sources cited

Quantitative findings are from the 2022 Global MONITOR survey data among consumers age 13+, unless otherwise noted.

Global MONITOR 2022 survey specs

Collected among 40,000 consumers, age 13+, in 31 markets around the world.

Developed markets: U.K., France, Germany, Italy, Spain, Sweden, Poland, Australia, Hong Kong, Japan, Singapore, South Korea, Canada, U.S.

Developing markets: Argentina, Brazil, Colombia, Mexico, Russia, Romania, Turkey, Egypt, Nigeria, South Africa, China, India, Indonesia, Malaysia, Philippines, Thailand, Vietnam

Age groups, based on 2022 data, are: Gen Z 13 - 24 years old, Millennials 25 - 42, Middle Age 43 - 56 and Aging 57+.



KANTAR

THANK YOU

JENNIFER JAMES

EVP, Head of Global MONITOR

+1 646 554 0833

jennifer.james@kantar.com

DOREEN SZETO

VP, Global MONITOR

+1 212 896 8177

doreen.szeto@kantar.com

SARA NETTESHEIM

Senior Consultant

sara.nettesheim@kantar.com

