



Euromonitor
International

Top Five Trends in Income and Expenditure

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Lacteos Silvia: Format innovation as response to macro-driven income collapse

Knorr mini-meals: Format innovation as proactive consumer-protective response

Stability is the growth strategy that works in this environment

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General Mills Cheerios Protein: Rebuilding the category necessity case from within

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Kroger four-tier own label: Competing across the entire income spectrum

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David's Bridal Fit Guarantee: The health economy reaches the wedding aisle

Mercedes-Benz Energizing Comfort: The car as a wellness environment

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