



Euromonitor
International

Top Five Trends in Income and Expenditure

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TOP FIVE TRENDS IN INCOME AND EXPENDITURE

Our expert's view of income and expenditure in 2025

TOP FIVE TRENDS IN INCOME AND EXPENDITURE

Key findings

INTRODUCTION

Uncertainty is affecting consumer income and expenditure

Top five trends in income and expenditure

Top five trends uncovered

UNCERTAINTY SHAPING SELECTIVE SPENDING

Consumer confidence slips amidst uncertainty

Shift to price and value and reliance on stocking up benefits mass C-beauty brands

Coles enhances its affordable luxury offering with Coles Finest redesign

Finding growth in uncertainty

INFLATION ANXIETY FUELS FRUGAL BEHAVIOURS

Easing inflation fails to ease consumer caution

Hard discounter Dali Discount in the Philippines is set for further expansion

Quilmes freezes price in Argentina and offers free beer in exchange for bottles

Unlocking growth in a time of frugal spending

WIDENING BASE OF THE PYRAMID

High growth in low-income groups across the Middle East and South Asia

Jumia expands its BNPL offerings through new partnerships

Temu introduces value-focused third party marketplace in Canada

Turning low-income demand into a growth opportunity

THE 60+ SURGE SHAPING THE FUTURE OF CONSUMPTION

Mature consumers outpace average spending growth in all but one category

Uda successfully markets longevity coffee

Samsung empowers 60+ consumers' independence at home through innovation

Mature consumers, rising opportunities

THE RISE OF THE ASEAN CONSUMER

Rising disposable income boosts the ASEAN consumer market

Carlsberg Malaysia partners with Sapporo to advance premiumisation strategy

Nestlé's ready-to-serve liquid coffee combines convenience and tradition

Growth in ASEAN demands local insight and inclusion

CONCLUSION

Future implications

Opportunities for growth

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