



Euromonitor
International

Beyond Affordability: Unlocking Enhanced Value Across Industries

June 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

Affordability remains the highest priority for consumers

INTRODUCTION

Consumers continue to focus on affordability and simultaneously demand enhanced value

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Businesses have limited room to raise prices while facing rising costs and uncertainties

The imperative for enhanced value

AFFORDABILITY IS ONLY A STARTING POINT

Value beyond price is essential for growth

Consumers seek a sophisticated mix of competitive pricing and enhanced value

SAIC: Making affordability core via innovation and lean manufacturing

InterContinental Hotels Group: Bundling affordability with tailored experiences

Make affordability core and move beyond it to unlock growth

HYPER-SEGMENTATION IS KEY TO UNLOCKING GROWTH

Peeking into different consumer realities

Hyper-segmentation empowers companies to move beyond one-size-fits-all solutions

Data-driven segmentation in action: Euromonitor's Consumer Types

Gousto : Focus on technology to target micro-segments

Red Bull: Unlock growth with hyper-segmentation grounded in real-time insights

Turning market fragmentation and complexity into a competitive edge

STANDOUT WITH HOLISTIC VALUE PROPOSITIONS

Holistic value propositions drive consumer choice

STAND OUT WITH HOLISTIC VALUE PROPOSITIONS

Go beyond the price and the product to resonate with consumers and build loyalty

DoorDash x Klarna: Forming a strategic partnership to unlock convenience and loyalty

Sainsbury's and peers: Navigating authenticity in value delivery

Holistic value as the new frontier beyond affordability

CONCLUSION

Enhanced value as a growth engine across industries

Beyond affordability: How to win

Evolution of "Beyond Affordability"

Questions we are asking

About Euromonitor International

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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

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- **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/beyond-affordability-unlocking-enhanced-value-across-industries/report.