

Consumer Market Flashpoints: Between Uncertainty and Opportunity

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Embracing immigration is strategic solution to stagnating economic growth How immigrants drive economic growth Canada: M ass 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

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