

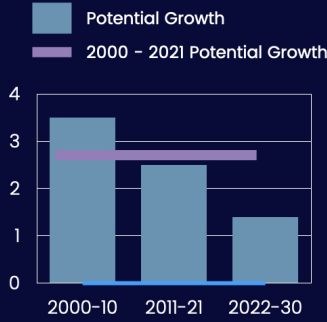


THE CONSUMER IN A GLOBAL SHIFTING LANDSCAPE

The global economy is facing a high degree of **uncertainty** and a moderating economic outlook. Experts agree global economic growth will decline to the lowest level in 30 years by the end of 2030.

With such **economic volatility** brands must be prepared to swiftly respond to shifting consumer preferences as economic growth is expected to be harder to come by over the next 10 years, as compared to the preceding 10 years.

Consumers are more **complex** and **demanding** in their expectations of brands but still very positive in their economic outlook. To survive in today's shifting global landscape brands must clearly identify their potential consumer and **target** them more strategically than ever.



3%
Global growth over the next five years, lowest medium-term growth forecast since 1990 by IMF.

78% of US consumers will either increase or keep flat their level of spend on personal care over the next year.

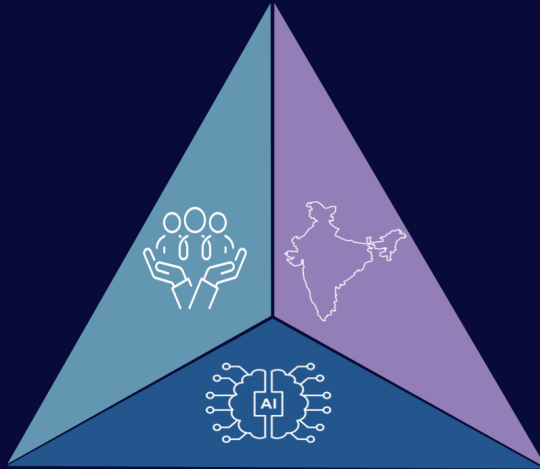
THE SILVER TSUNAMI

50%

Global net worth owned by 60+

\$15 TRILLION

Spending Power by 2030 (+42% vs 2020)



RISE WITH INDIA

3RD

largest economy by 2030

+8%

CAGR Beauty Market 2022-2027

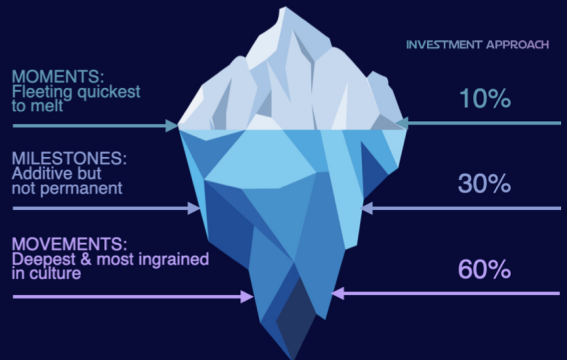
MARKETING IN AN AI-DRIVEN LANDSCAPE

60%

Consumers named recommender systems over friends and family as their primary source of music discovery as of 2020

HOW DO YOU FIND AND ENGAGE WITH YOUR TARGET CONSUMER?

Via the power of Artificial Intelligence and recommender systems, finding your target consumer and speaking to them authentically will be the key to winning in the uncertain future.



MMM MODEL

Brands should incorporate Recommender System Optimization strategies into their marketing plans, which requires identifying unlikely connections, understanding where they fall into their brands' MMM model, and using the 60/30/10 approach to investing behind them sufficiently to ensure proper reach of the connection.