

2023 GLOBAL CONSUMER TRENDS: SOUTHEAST ASIA

Consumer Trends to look out for as Southeast Asia embraces uncertainty, disruption and reinvention.



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Report Content



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'ME' MENTALITY

- What to expect
- Consumer data
- Regional indicators to watch
- Now: Words of Change
- Next: Indonesian Disney Princess
- Future: Hijab Cosplayers
- Trend Drivers to watch: Rights and Identity

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2023 Global Consumer Trends: Southeast Asia

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- Regional indicators to watch
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- Future: Laz Halal
- Trend Drivers to watch: Identity, Surroundings and Value

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- Future: Climate Action Data Trust
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