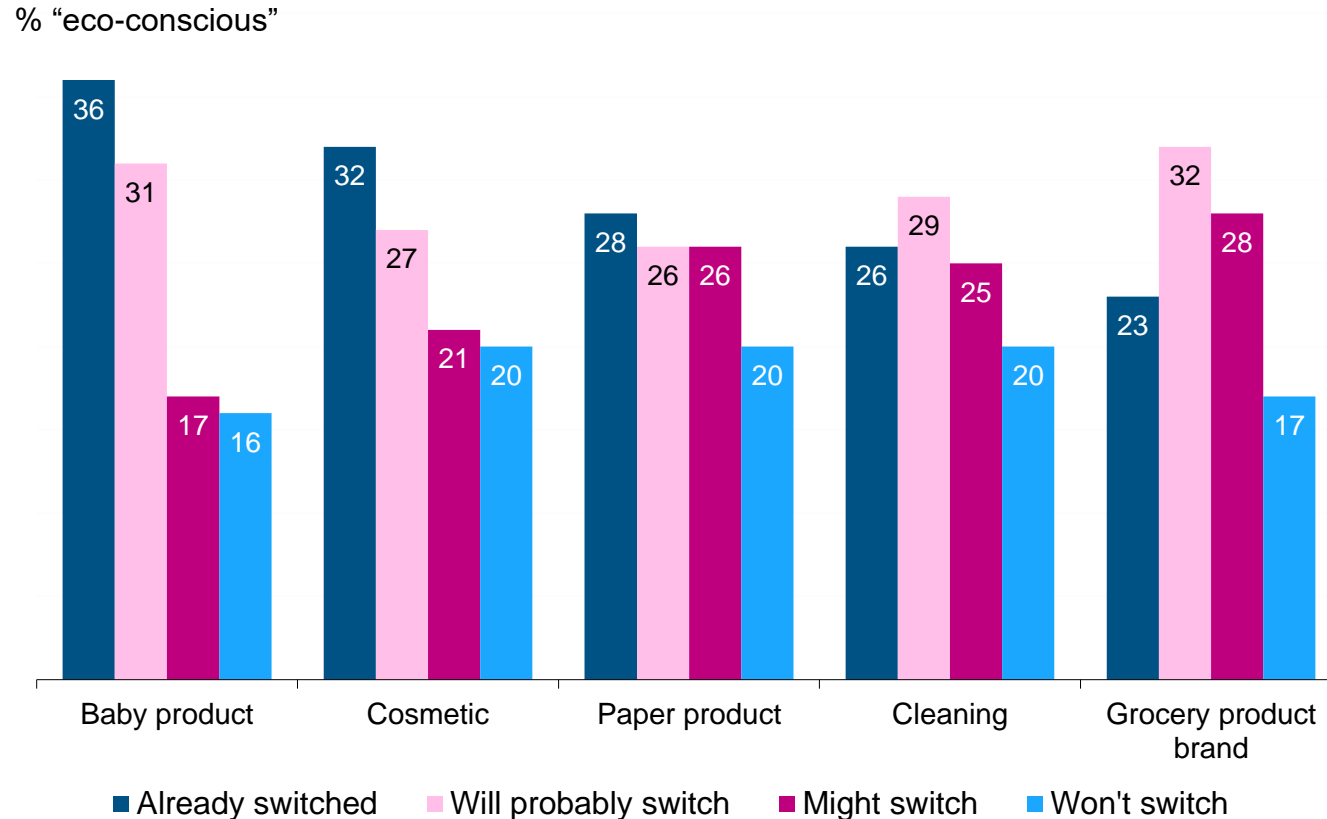


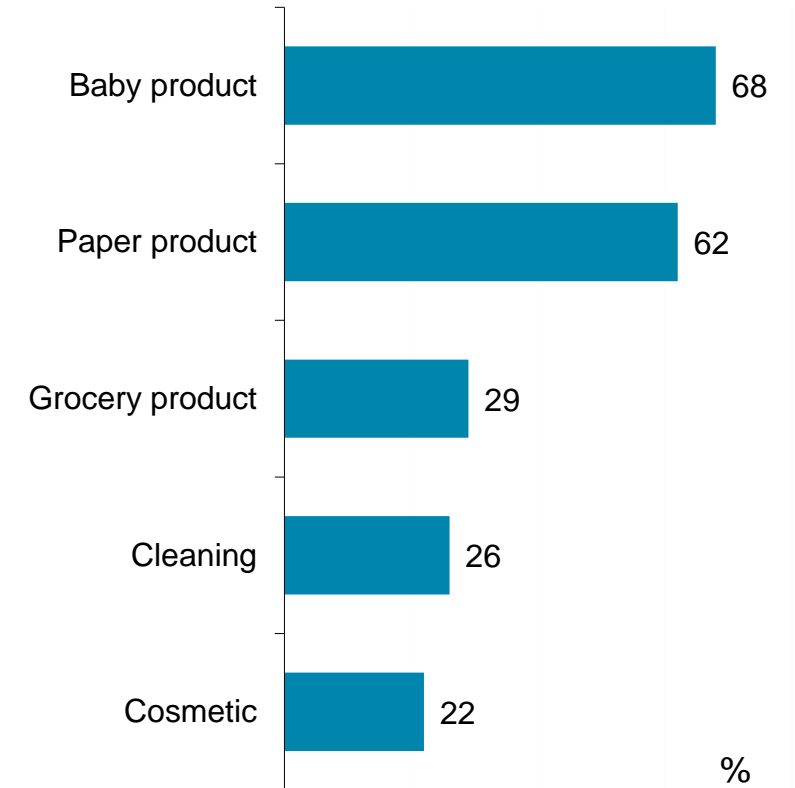
# Inflation striking: durable < affordable

## FMCG under threat

Likelihood to switch from sustainable brand to non-sustainable brand as a result of cost of living



Likelihood to switch back when the cost of living lowers



Countries surveyed: US, UK, Brazil, Germany, France, Spain, China, Singapore & India