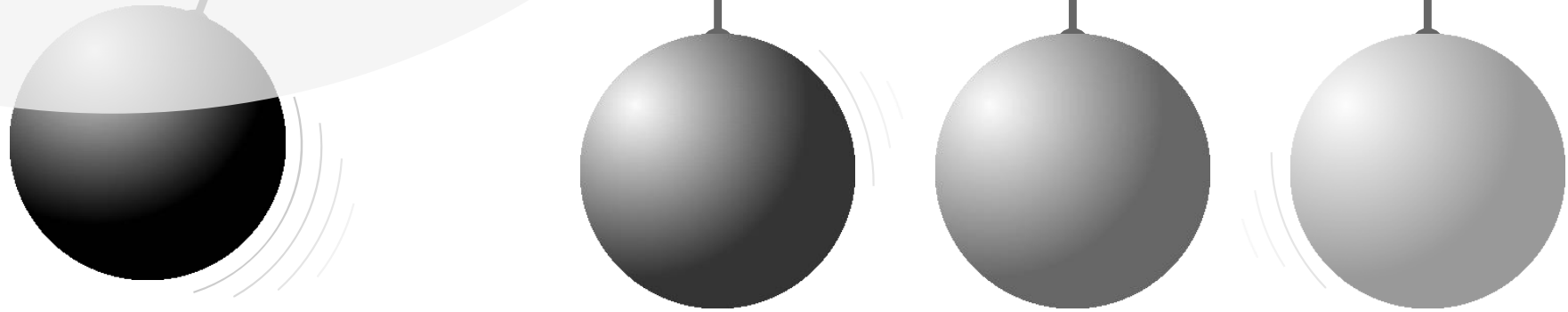


# Disruptive forces to be reckoned with

The interplay of four forces is shaping seven distinct trends redefining the retail and consumer products sector.



• *Technology advancement*

• *Changing consumer*

• *Market forces*

• *Economic pressures*

## How these 7 trends are fueling the evolution of the RCP industry

