



**LIVING THE GROWTH  
DREAM IN ASIA**

**accenture**<sup>></sup>**strategy**

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\$4 trillion in new spending. 400 million first-time and upgrading consumers with disposable incomes and no existing brand loyalties. It's no wonder Asia's emerging markets are an enormous opportunity for the consumer packaged goods industry. So, how do companies capitalize? It starts with reaching consumers through innovative digital marketing tactics, getting products on shelves where new and upgrading consumers shop, and building distribution ecosystems that cater to each unique region.

Industry leaders must excel in three areas:

1. **Amp up smart digital to engage consumers** – Get creative with social listening and consumer dialogues to put products in front of consumers.

2. **Experiment and refine constantly** – Use data and analytics to fuel test-learn-tweak approaches and pursue the best solutions.

3. **Elevate in-house digital** – Invest in building digital expertise inside the organization instead of relying on third parties.

Learn more about reigniting profitable growth by pivoting to digital with our full report:

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