

Consumer Macroeconomic Summary: July 2024

By Claire McBride // July 29, 2024 // Briefings, Forecasts, Research

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2 minute read

2025 growth planning is underway for many brands, and a clear understanding of the macroeconomic backdrop is an important input towards arriving at a reasonable, data-backed outlook.

The downloadable one-pager below includes the latest updates on 10 macroeconomic datapoints we use in [our own forecasting](#) of the retail market, and importantly, how these metrics have changed compared to this time last year.

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