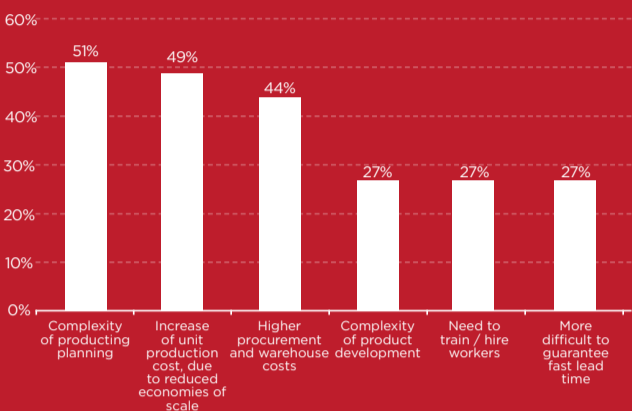


CUSTOMIZATION : A CHALLENGE AND AN OPPORTUNITY

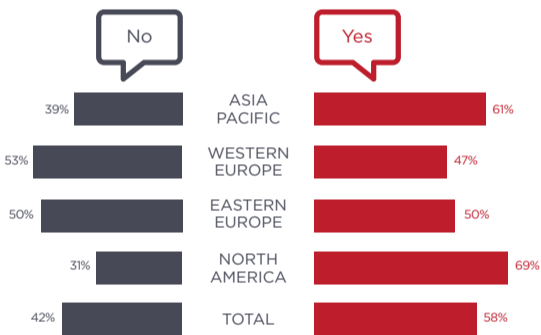
WHAT ARE THE MAIN CUSTOMIZATION CHALLENGES?



Source: CSIL

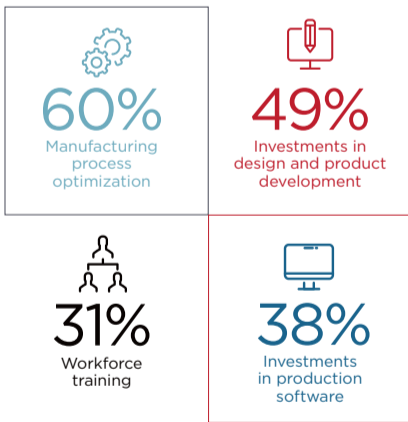
HOW WILL COMPANIES MANAGE MASS CUSTOMIZATION IN THE FUTURE?

57% of respondents plan to increase variants in the next 3 years



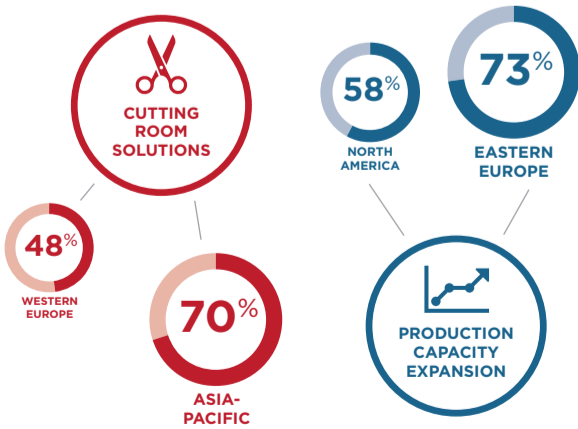
Source: CSIL

Top 4 ways to manage increased number of variants



Source: CSIL

Future investments



Source: CSIL

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