

Market Trends and Business Sustainability

Yash Mane and Prof. Surekha Gaikwad

MIT Arts, Commerce & Science, College, Alandi, Pune

Abstract: *In today's rapidly evolving business environment, understanding market trends and integrating sustainability into business operations is crucial for long-term success. This research paper explores the latest market trends, the growing importance of business sustainability, and how companies can align their strategies with both to achieve competitive advantage. It delves into emerging industry patterns, consumer behavior shifts, regulatory influences, and sustainable business models. The paper also highlights case studies of organizations successfully adapting to market trends while maintaining sustainable practices*

Keywords: business environment