



Euromonitor
International

Globalisation Beyond the Pandemic: Opportunities from a Great Reset

July 2021

INTRODUCTION

Scope

Key findings

The forces shifting globalisation today

Adapting to the new global era

GLOBAL CONNECTIVITY TODAY

The world is interconnected, though the majority of flows remains local

Global trade is slowing down with shifting global demand...

... and changing policy landscape

Global FDI declines, with China rising as the largest investor

Global digital flows accelerated by the pandemic

Global travel and migration heavily disrupted by COVID-19

TRENDS SHAPING FUTURE GLOBALISATION AND THEIR IMPACTS

Evolving trends resetting globalisation

Diversifying supply chains and markets

C&A: Initiative to diversify production locations and enhance agility

US-China decoupling risk still a threat to global trade and investment

Vietnam: A likely beneficiary of the "China plus one" strategy

Boosting digitalisation in manufacturing and trade

Gap Inc : E-commerce growth triggers automation

The Kroger Co: Investment in tech-driven warehouses

Stronger sustainability focus in global value chains and investments

Rio Tinto: Investing in low-carbon steelmaking technology

Remote learning, working and the new workforce globalisation

A global trade slowdown can undermine productivity and income growth

Slower trade growth to have mixed impacts on income inequality

The future globalisation and its impacts in brief

CONCLUSIONS

Outlook on global demand for trade and investment

Possible winners and losers: Where to look for opportunities?

Key takeaways for business

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/globalisation-beyond-the-pandemic

