



Euromonitor
International

The Future of Emerging Asia

December 2021

Table of Contents

Scope

Key findings

Growth has varied significantly among emerging markets

Emerging Asia to remain a strong performer, offering significant opportunities

Emerging Asia is rebounding from the pandemic, facing challenges ahead

Emerging Asia will continue to lead global economic and consumption growth

The four long-term drivers of Asian emerging markets

Growth models are shifting to more services-driven, but manufacturing remains important

India and the Philippines to see strongest GDP growth rates over the period to 2040

Consumer class expands strongly, living standards are catching up

Consumption still lags behind GDP expansion, underlying growth potential

China's economy sets to double by 2040

China is shifting to a consumer-driven, innovative economy

Challenges: demographics, geopolitics and decarbonisation

A booming consumer class and a stronger focus on equality

Implications for business

Examples of businesses capitalising on China's future growth

India predicted to have an USD8 trillion economy by 2040

Growth driven by favourable demographics, enhanced investment and urbanisation

Challenges: boosting infrastructure investment and upskilling the labour force

India's consumer class to expand strongly, but income levels remain relatively low

Implications for business

Examples of businesses capitalising on India's future growth

Indonesia's economy to grow twofold by 2040, entering the global top 10

A young, digitally-orientated population and private consumption drive Indonesia's growth

Limited productivity and trade competitiveness to remain economic headwinds

Consumption patterns expected to evolve in view of rising Indonesian middle class

Implications for business

Examples of businesses capitalising on Indonesia's future growth

Philippines' GDP to surpass Thailand's

Growth drivers: favourable demographics and a booming services sector

Middle-income segment expands, but inequality still a hindrance to greater prosperity

Implications for business

Examples of businesses capitalising on the Philippines' future growth

Thailand likely to see the lowest growth rates in emerging Asia

Thailand's goal to become a high-income country remains challenging

Sustained expansion of the consumer class; number of older consumers to rise

Implications for business

Examples of businesses capitalising on Thailand's future growth

Vietnam's economy will double in size by 2040

Future growth driven by favourable demographics and growing manufacturing

Challenges: low productivity, export dependence and decarbonisation

Strong rise in consumer class and living standards

Implications for business

Examples of businesses capitalising on Vietnam's future growth

Emerging Asia in 2040

Strategies for companies to win

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/the-future-of-emerging-asia/report.