



Euromonitor
International

New Economic Reality: Transforming Uncertainty into Opportunity

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Drivers of New Economic Reality

New Economic Reality uncovered

HIGH INFLATION, SLOWER GROWTH

Elevated inflation and economic slowdown hit consumer spending and business bottom line

Case study: Unilever streamlines product range to cut cost and enhance efficiency

Pricing, portfolio and cost management are key to navigate through economic downturn

RISING ENERGY PRESSURES

Energy price and supply shocks undermine global energy security and raise business costs

RISING ENERGY PRESSURES

Case study: Sleep Country installs BrainBox AI technology to boost energy efficiency

Energy transition and strategic adjustment are crucial to withstand potential future shocks

RISING COST OF CAPITAL

Higher cost of capital to hurt construction and business services sectors the most

Tighter credit conditions can further restrict access to capital and constrain growth

Case study: Intel employs cost-cutting measures to preserve capital

Case study: OfBusiness helps SMEs to finance their growth

Monitoring market conditions will be crucial for adjusting to the rising cost of capital

GLOBALISATION RESET

The global economy will face a reset rather than de-globalisation

Diversification and industrial policy will shape the reset of globalisation

Case study: Foxconn nearshoring Apple production to Vietnam to diversify from China

Case study: Manwah's nearshoring of production to Mexico targets its main market in the US

High uncertainty requires companies to continuously evaluate risks and opportunities

CHANGING LABOUR MARKET

Tight labour markets have pushed up wages and challenged labour-intensive sectors

Short- and long-term business strategies are needed to safeguard against labour shortages

Case study: Walmart raises minimum wages and provides additional benefits to employees

Case study: Primark using automated cranes and driverless vehicles

Talent retention and productivity growth are key strategies

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Key takeaways

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Questions we are asking

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