

# **Economies and Consumers in 2025**

January 2025

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#### **EXECUTIVE SUMMARY**

Why read this report? Key findings

#### INTRODUCTION

The year 2025 will be shaped by geopolitics, policy changes and demographic shifts Top five themes shaping economies and consumers in 2025

## SLUGGISH ECONOMIC GROWTH

Rising geopolitical risks and economic uncertainty to keep global growth moderate Growth outlook diverges across advanced and emerging markets

Nestlé focuses on restructuring and digital adoption to enhance operational efficiency Samsung ramps up investment in Vietnam to bolster cost efficiency and resilience

Focus on resilience and efficiency is key in a muted growth environment

### TRUMP'S ECONOMIC POLICY

Trump's policy to have far-reaching impacts on the economy and inflation globally Risk of a global trade war looms, accelerating business de-risking trend Steve Madden will halve Chinese production to avoid tariffs

Navigating policy changes from the US will be top of mind for global businesses

### CAUTIOUS CONSUMER SPENDING

Cautious spending becomes entrenched into consumers' behaviour

Education and health lead spending growth, but segmentation helps uncover more

Walmart: Personalised homepage to match each shopper's preferences

Agility, adaptation and alignment needed amid a shifting consumption landscape

## RISING POWER OF MATURE CONSUMERS

Mature consumers to gain affluence, particularly in Europe
Profiling and targeting mature consumers: The case of Germany
Bayer launches new healthy ageing ecosystem tailored for consumers across lifespans
Iris Apfel x Dr. Scholl's collaboration promotes age inclusion
Mature consumers in Europe to offer vast growth opportunities

# **GROWING REGULATORY PRESSURE**

Sustainability-driven regulations increasingly shape global value chains
Bunge and CP Foods: Enhance traceability of deforestation-free soybeans
Health-focused regulations to gain momentum worldwide
Yakult: Reformulates products to achieve higher nutritional score
Regulations reinforce opportunities for sustainable and healthy products

## CONCLUSION

Recommendations for growth Questions we are asking

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