

Emerging Strong: Investment Opportunities in Southeast Asia

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WHY SOUTHEAST ASIA? MACRO DRIVERS AND CONSUMER SHIFTS

Southeast Asia has a young working population preparing for an ageing society

Consumer expenditure to surpass USD4 trillion by 2040, 213% more than in 2023

Megatrends impacting Southeast Asia

Top three consumer behavio u r shifts in Southeast Asia

Sustainable growth is a long-term goal for both companies and consumers in Southeast Asia

Penetration of mobiles and the pandemic digitalise lifestyles of Southeast Asians

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Consumer behaviour shifts unveil the short- and long-term investment opportunities in the region

AI-POWERED FINANCIAL TRANSFORMATION

More prudent investment into Al: Prioritising profitable growth

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Food security is a long-term goal backed by governments and businesses

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Investment can shorten the timeline needed in taking steps to secure the future of foods

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HOW OUR INSIGHTS EMPOWER YOUR INVESTMENT DECISIONS

Consumer expenditure on food and non-alcoholic beverages set to be the leading category

Investment opportunities in Southeast Asia

Areas to explore and questions we can help you answer further

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