

# Emerging Strong: Investment Opportunities in Southeast Asia

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Key findings

## 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 behaviour 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

Consumers consciously integrating healthier habits into their consumption and lifestyles

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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 AI: Prioritising profitable growth

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

Southeast Asia's capabilities in addressing food security are well rounded

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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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