

## Digital Transformation in Economies and Consumers

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Scope Key findings Changing consumer preferences and supply chain risks to transform economic landscape

## EXAMINING DIGITAL TRANSFORMATION IN ECONOMIES AND CONSUMERS

Digital transformation in economies and consumers Exploring digital transformation in economies and consumers Digital transformation in economies in-depth Digital business tools Production automation B2B e-commerce Smart cities **Digital learning** Connected households Digital transformation in focus Companies are meeting the needs of consumers using various strategies Integrating digital tools into clients' systems : Zoom Using automation tools to help workers: Nissan Motor Company Adjusting sales channels to better meet customer needs: Kraft Heinz Co Delivering sustainable mobility in cities: Siemens and On partnership Adopting freemium business models : BYJU'S Addressing digital exclusion: aSmartWorld Digital transformation in economies and consumers Key industry takeaways Challenges to overcome Become tomorrow's next leader

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