



Euromonitor
International

Emerging Strong: Investment Opportunities in Southeast Asia

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INTRODUCTION

Scope

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

INDUSTRY TRENDS

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

Which are the key areas of AI in transforming financial services?

How can AI drive commercial payment digitalisation?

Remote cheque deposit: Decrease branch staff's low value activities

How can AI automate credit assessment while controlling risk?

Advance AI's credit assessment: Integrating alternative data

AI investment opportunities in finance in Southeast Asia (SEA)

DIGITALISATION IN CONSUMER HEALTH

Modern consumers' dissatisfaction with current treatments call for prompt solutions

Digitalisation to redraw the consumer health market in Southeast Asia

Unmet health concerns in the evolving landscape of Southeast Asia

Significant market investment opportunities exist in Southeast Asia

FOOD SECURITY

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

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

Three solutions most relevant to Southeast Asia in resolving food security

Companies founded from 2010 have raised over USD370 million through PE/VC

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

THE FUTURE OF PLASTIC PACKAGING IN SOUTHEAST ASIA

Plastic holds the top spot as the most used material but is becoming more renewable

Government legislation and corporate companies play a role in plastic circularity

Companies invest in infrastructure to promote plastic circularity in Southeast Asia

Investment priorities for sustainable plastic packaging in Southeast Asia

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

About Euromonitor International

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