Euromonitor International

Economies and Consumers in 2025

January 2025

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Key findings

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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

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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

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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

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