



**Euromonitor  
International**

# Economies and Consumers in 2025

January 2025

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Key findings

## INTRODUCTION

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

## CAUTIOUS CONSUMER SPENDING

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

## GROWING REGULATORY PRESSURE

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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