



**Euromonitor  
International**

# BRICS Expansion: Implications and Market Opportunities

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

BRICS+ expansion is driving a shift towards a multipolar global economy

Economic, political and demographic importance of BRICS+ to continue growing

Rising economic importance of BRICS+ enhances investment opportunities

## BURGEONING CONSUMER MARKET

Growing and youthful demographics offer growing consumer base and workforce

Economic growth spurs middle class expansion, yet large disparities persist

BRICS+ consumer market to nearly double by 2040, shifting global consumer power

Growing potential for discretionary spending, yet price sensitivity drives focus on value

Brazil's JBS to invest in meat-processing plants in BRICS+ partner Nigeria

## GROWING TRADE AND SUPPLY CHAIN OPPORTUNITIES

Surging BRICS+ bilateral trade drives deeper integration and enables trade diversification

Members focus on partnerships and investments to leverage intra-bloc cooperation

BRICS+ commodity dominance calls for diversified trade and investment strategies

BRICS+ expansion presents significant opportunities for cross-border investment

Geely to open a plant in Egypt with plans to expand regional exports

China's GEM and Brazil's Vale join forces to build a nickel processing plant in Indonesia

## RISKS AND CHALLENGES

Global geopolitical tensions and restrictive policies cloud BRICS+ economies' outlook

BRICS+ exposure to Western economies remains strong despite slowing trade flows

Macroeconomic risks and structural challenges call for proactive business strategies

Chinese Vanward diversifies production to Egypt to mitigate geopolitical challenges

## CONCLUSION

Recommendations

Evolution of BRICS+ expansion

Questions we are asking

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