Euromonitor International

BRICS Expansion: Implications and Market Opportunities

March 2025

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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