Euromonitor International

Building Market Resilience: Applying Crisis Learnings to the Iran War

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EXECUTIVE SUMMARY

Why read this report?
Key findings

INTRODUCTION

Entering fourth major disruption to consumer markets

LEARNINGS FROM PREVIOUS CRISES

Financial crisis of 2008: Long-term downtrading
Key industry performance in 2008/2009
COVID-19: Digital acceleration and wellness as prevention
Impact of COVID-19 on travel, beauty and food
Ukraine 2022: The energy tax on consumption
Impact of invasion of Ukraine on travel, beauty and food

CONSUMER BEHAVIOUR SHIFTS AND CRISIS RESPONSE

Common learnings from 2008, COVID-19 and invasion of Ukraine
Shifts in consumer behaviour in past crises: What will endure for war in Iran?
How companies navigated previous crises and what that could mean for Iran

CURRENT IMPACT OF THE WAR IN IRAN

Compounding challenges: Energy, inflation, and supply disruptions
The Iran crisis: High prices and restricted consumer activity
Current Iran war impact: The world remade
Commodity prices affected by production and supply volatility
Current commodity status and war impact: Oil and its derivatives
Current commodity status and war impact: Fertilisers and gases

SELECTED INDUSTRIES IN FOCUS

Industry-specific impacts: Travel, health, and food under pressure
Travel: The greatest operational shock since the global pandemic
Beauty: Maintaining stability in GCC while fragrances see continued consumer interest
Food: The industry's attempts to shift focus to volume growth are being derailed
Consumer health: Segmented risk planning to manage the fall-out

CONCLUSION

Strategic implications for consumer-facing businesses
Company Mitigation strategies

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- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
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- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with

country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/building-market-resilience-applying-crisis-learnings-to-the-iran-war/report.