

2019 Risk Radar: Consumer Markets Sector

September 2019

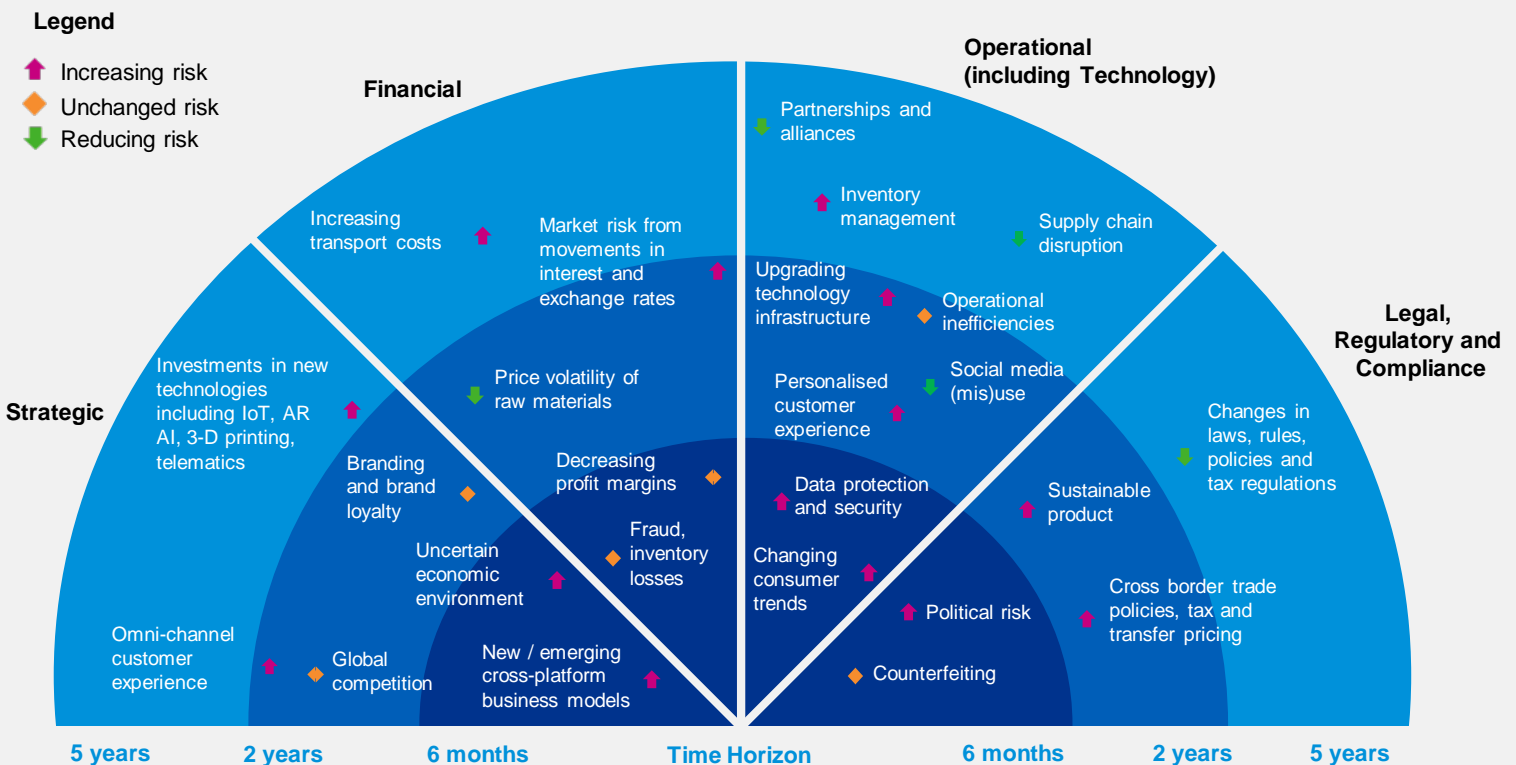
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The China market has seen particularly strong disruption, with the Chinese consumer having leap-frogged willingly and aggressively into the digital age. Chinese consumers have increased spending power, are tech-savvy and seek the highest quality. Companies in this market, both existing and new entrants, must therefore expect to compete in a dynamic and fast-paced environment. Success in achieving customer centricity or loyalty is no longer a differentiator, but a determinant of survival.

Key trends observed in the market impacting the industry in the Greater China region:

- Slowdown on economy due to recent protests and US-China trade war hits and affect the retails outlook;
- An inability to source talent inhibits the industry's expansion plans;
- Game changing and emerging technologies are revolutionising operations and supply chain;
- Tailoring products and services to deliver on a seamless customer-centric experience; and
- Emergence of new business models with innovative means to reach and capture customers.



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