

4 disruptive trends



#1 The new consumer



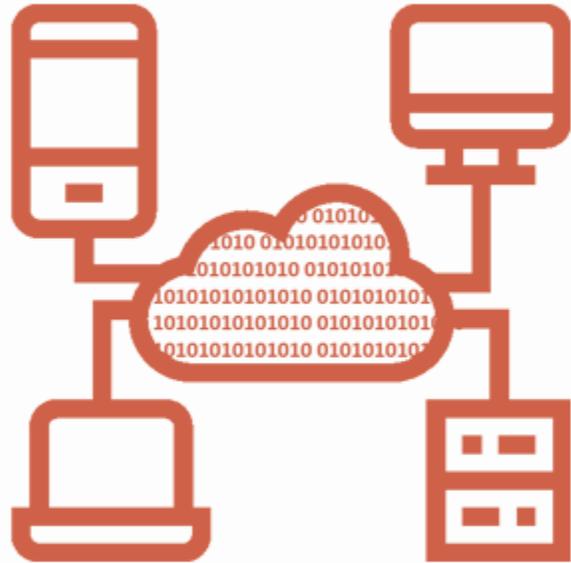
4.28 tn

Worldwide online sales
have tripled in six years,
reaching USD 4.28 trillion in 2020*



The shift to digital is driving the emergence of new ways to consume, make payments and have fun

#2 The digital economy



x2

“Tech spend as a percentage of GDP is projected to double over the next decade”
Satya Nadella, CEO of Microsoft”

**The cloud and big data:
strategic issues for the global economy**

#3 Climate change



x3

Renewable energy accounted for around 22% of the electricity generated around the world in 2018 and that share is predicted to more than triple by 2040*



**Two main themes:
energy transition and electric vehicles**

#4 The future of healthcare



1 in 6

By 2050, one in six people worldwide
will be over 65 years of age*

Three underlying trends:
the ageing population,
the rise of chronic diseases
and the growth of the healthcare sector in China

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