

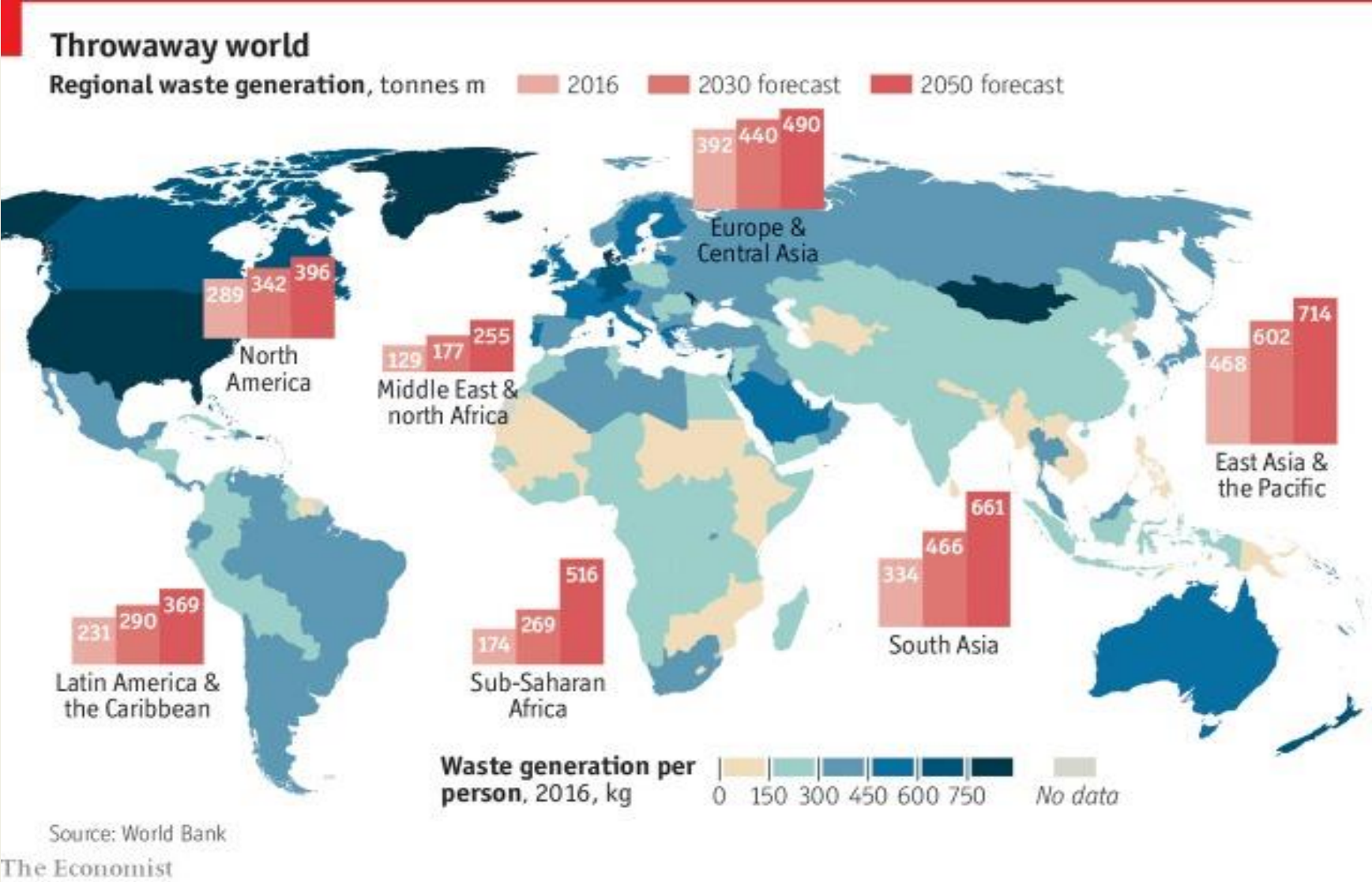
# WHAT ARE WE SEEING

VERSION 1.008

28-12-2018

# 1. Wasteful World

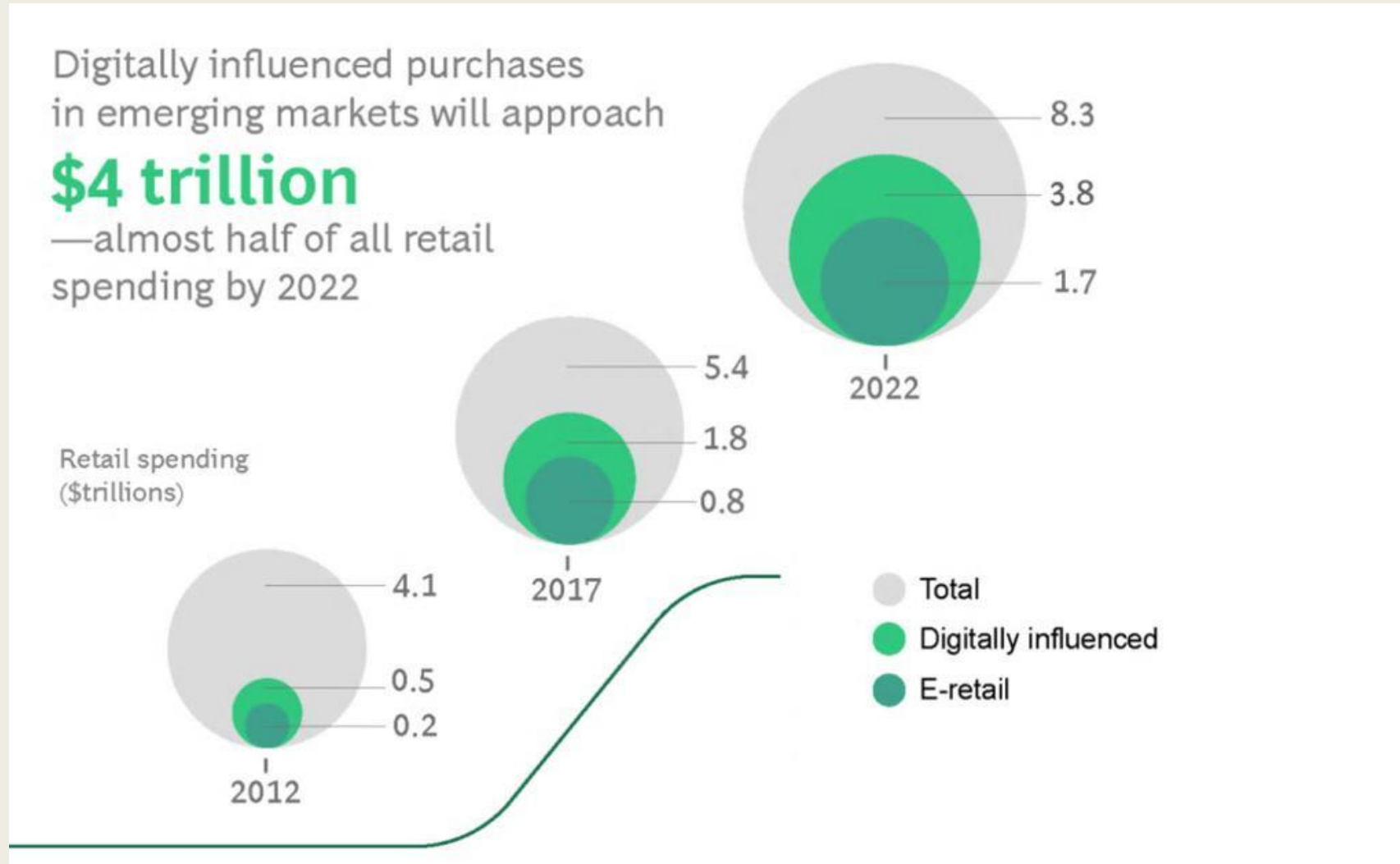
Global waste generation is expected to double by 2050





### 3. Digital Influence on Spending in Emerging Markets

By 2022 nearly 50% of EM retail spending is expected to be digitally influenced vs 33% now

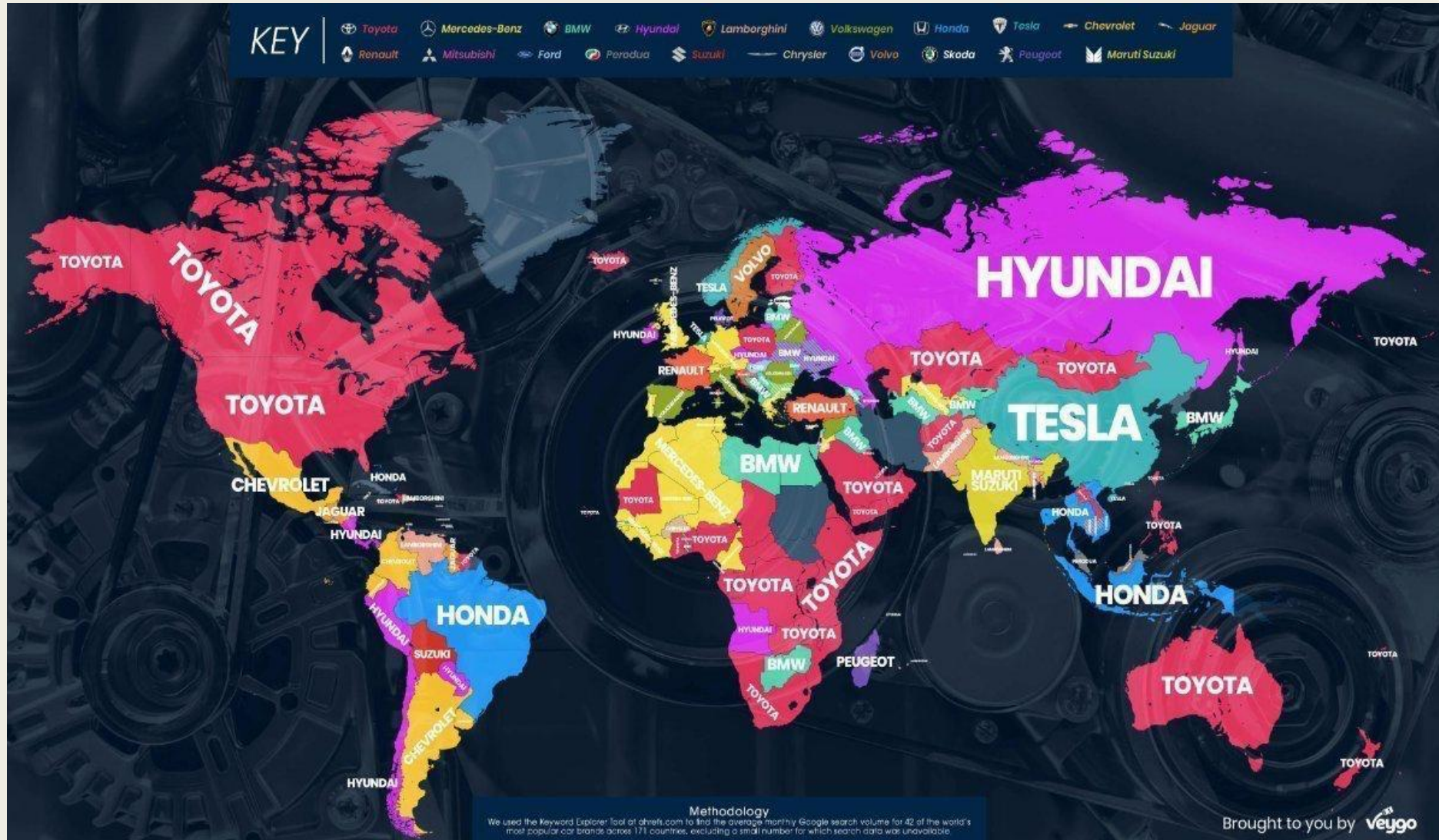


Source: BCG



# 4. Which Car Brand are you Googling?

Toyota, Hyundai, Honda, Tesla were searched the most online in 2018



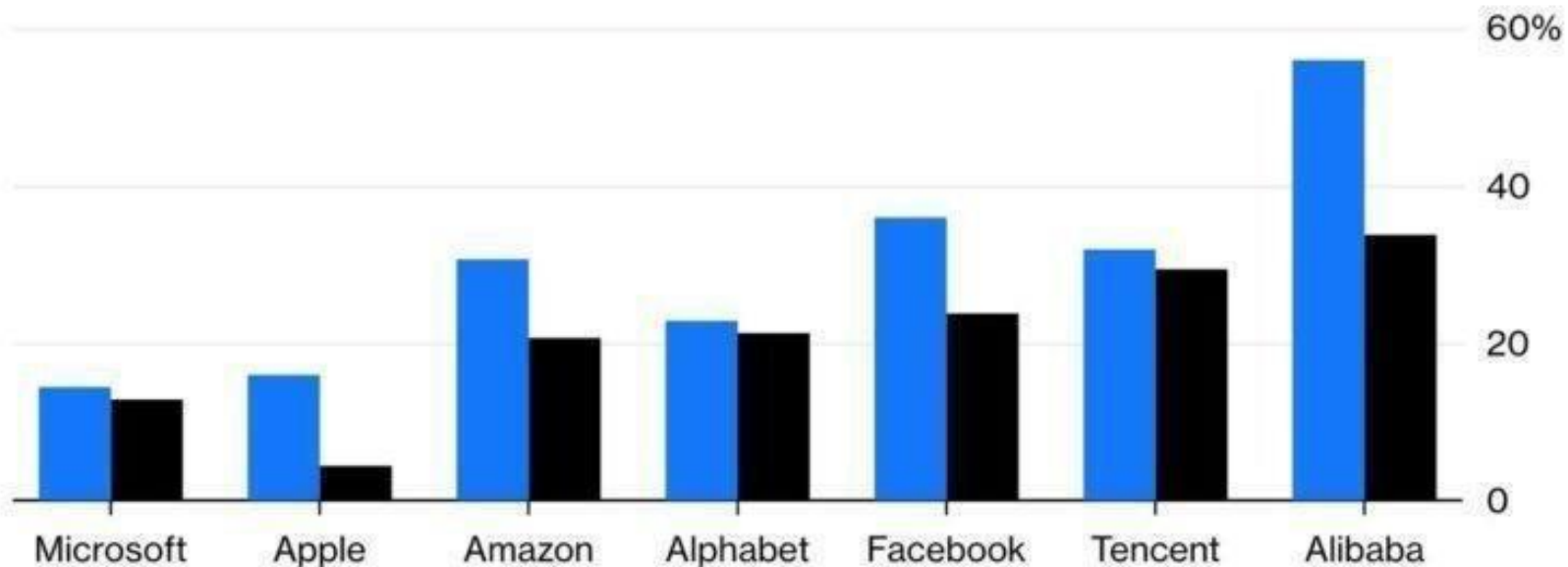
## 5. Growth Shifting Away from Global Giants?

Lower growth estimates for tech giants in 2019 (than 2018) might indicate shift to smaller players

### Mighty or Meek?

Growth rates are expected to slow significantly for some of the tech world's superpowers. Expected revenue growth:

■ FY 2018 (est.) ■ FY 2019 (est.)



Source: Bloomberg

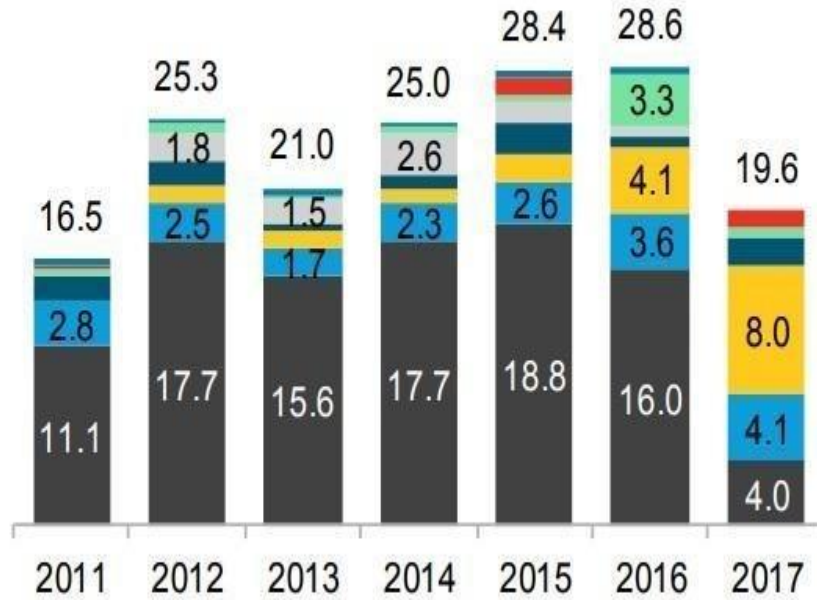
Notes: Growth rates for 2018 are estimates for all but Apple and Microsoft. Alibaba's figures are for the years ending March 2019 and March 2020.

# 6. Renewable Energy Installations

In 2017 India saw renewable energy installations surpassing conventional power for the first time

**Figure 2: India's net capacity additions**

GW



- Coal
- Wind
- Solar
- Large Hydro
- Natural Gas
- Biomass & Waste
- Nuclear
- Small Hydro
- Biofuels
- Other
- Geothermal

Source: BloombergNEF, Climatescope

**Figure 3: India's new-build clean energy investment**

\$ billion

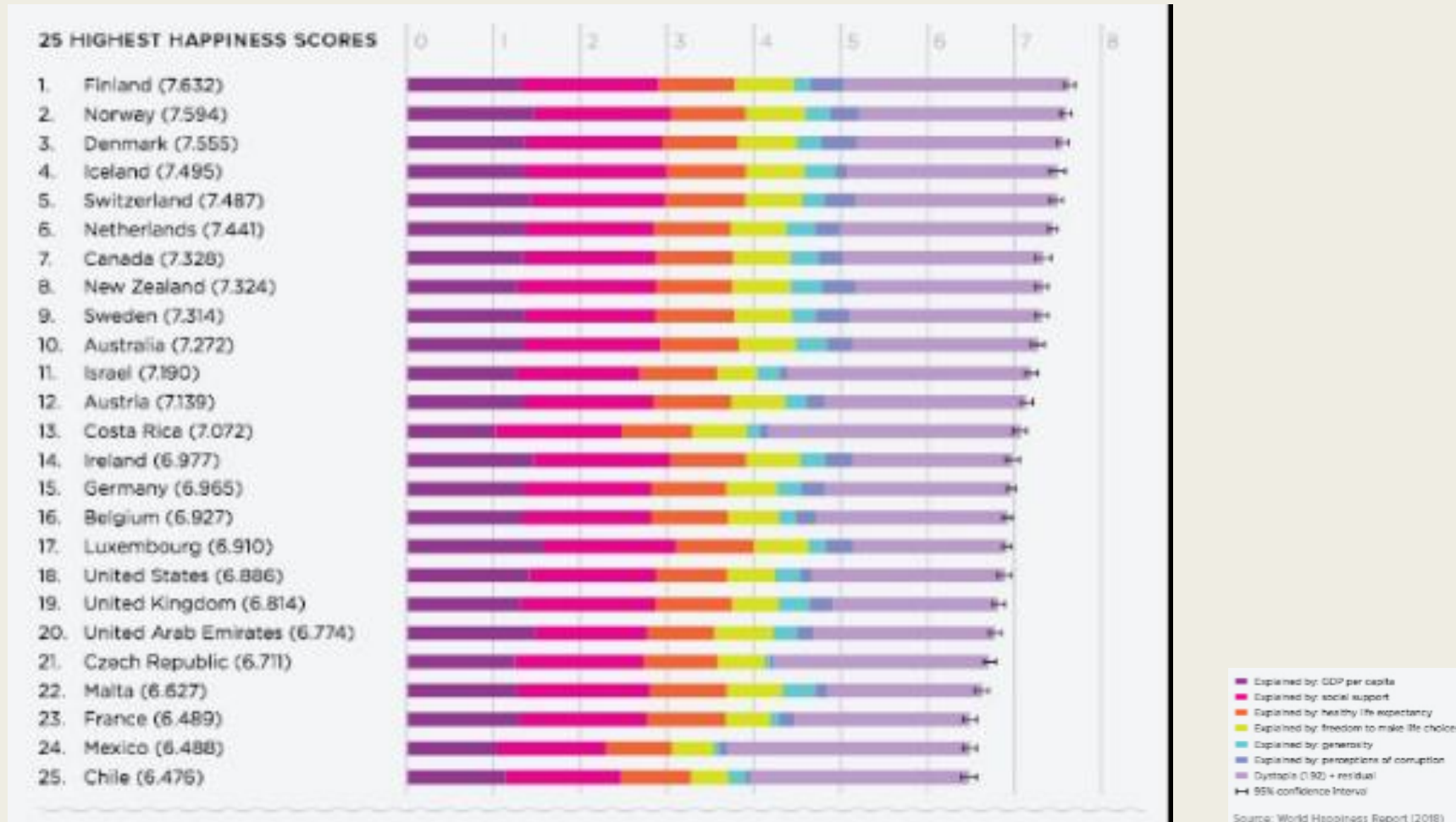


Source: BloombergNEF



# 7. Which Countries are the Happiest?

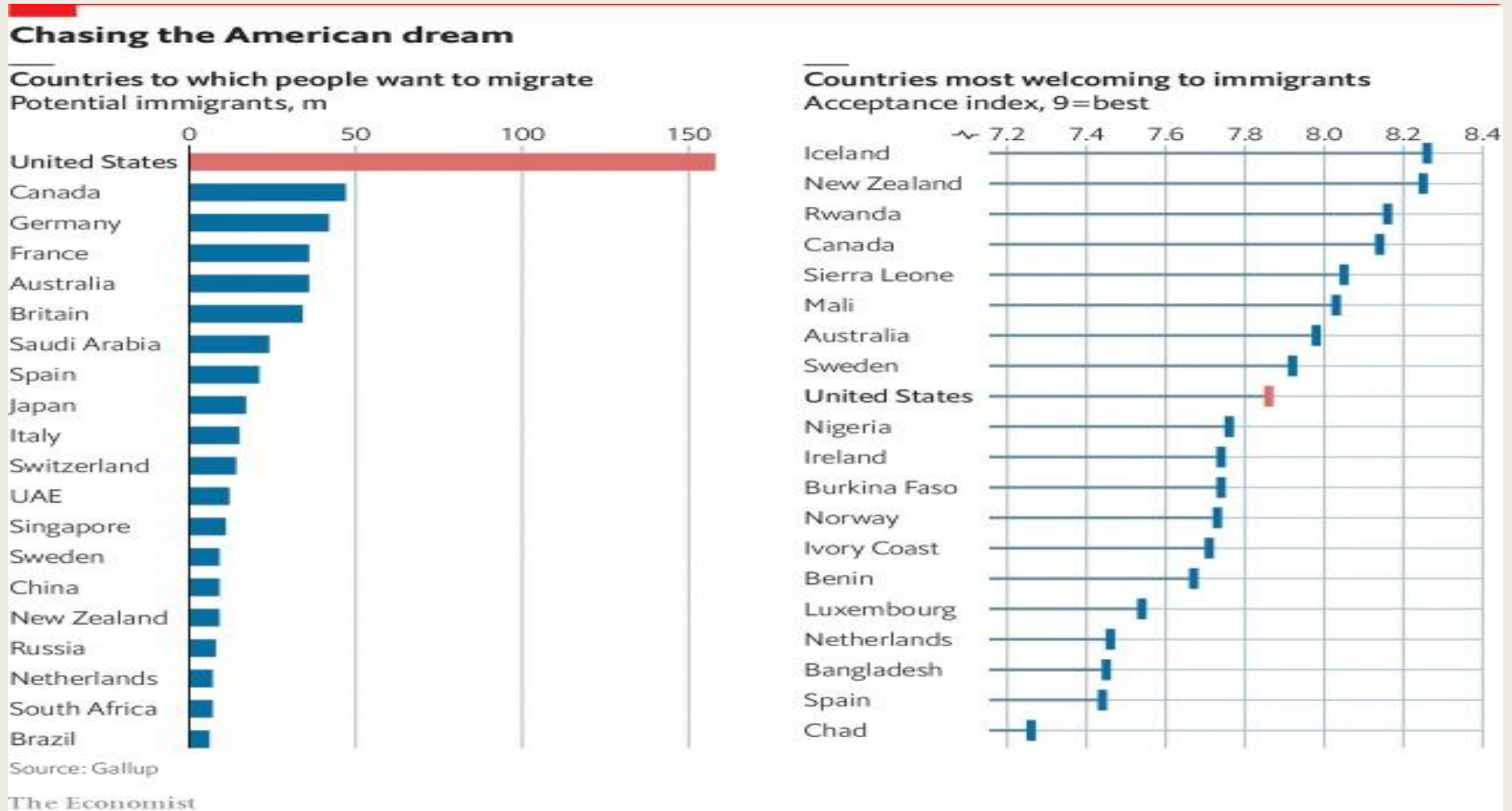
Finland and Norway are the happiest countries in the world





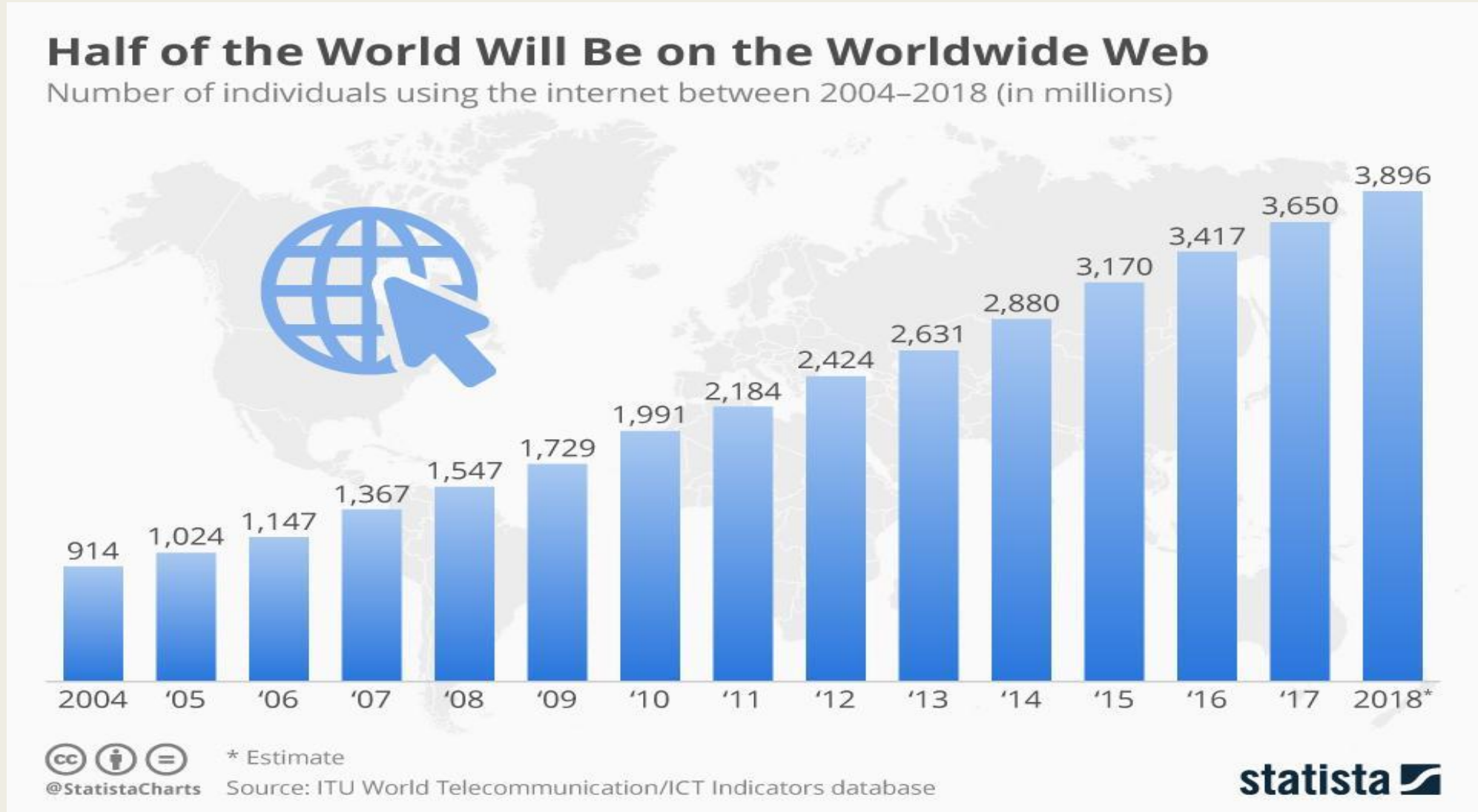
# 8. Americans are Pro Immigrants

Gallup reported that a record 75% think that immigration is good for the country, up from 66% in 2012



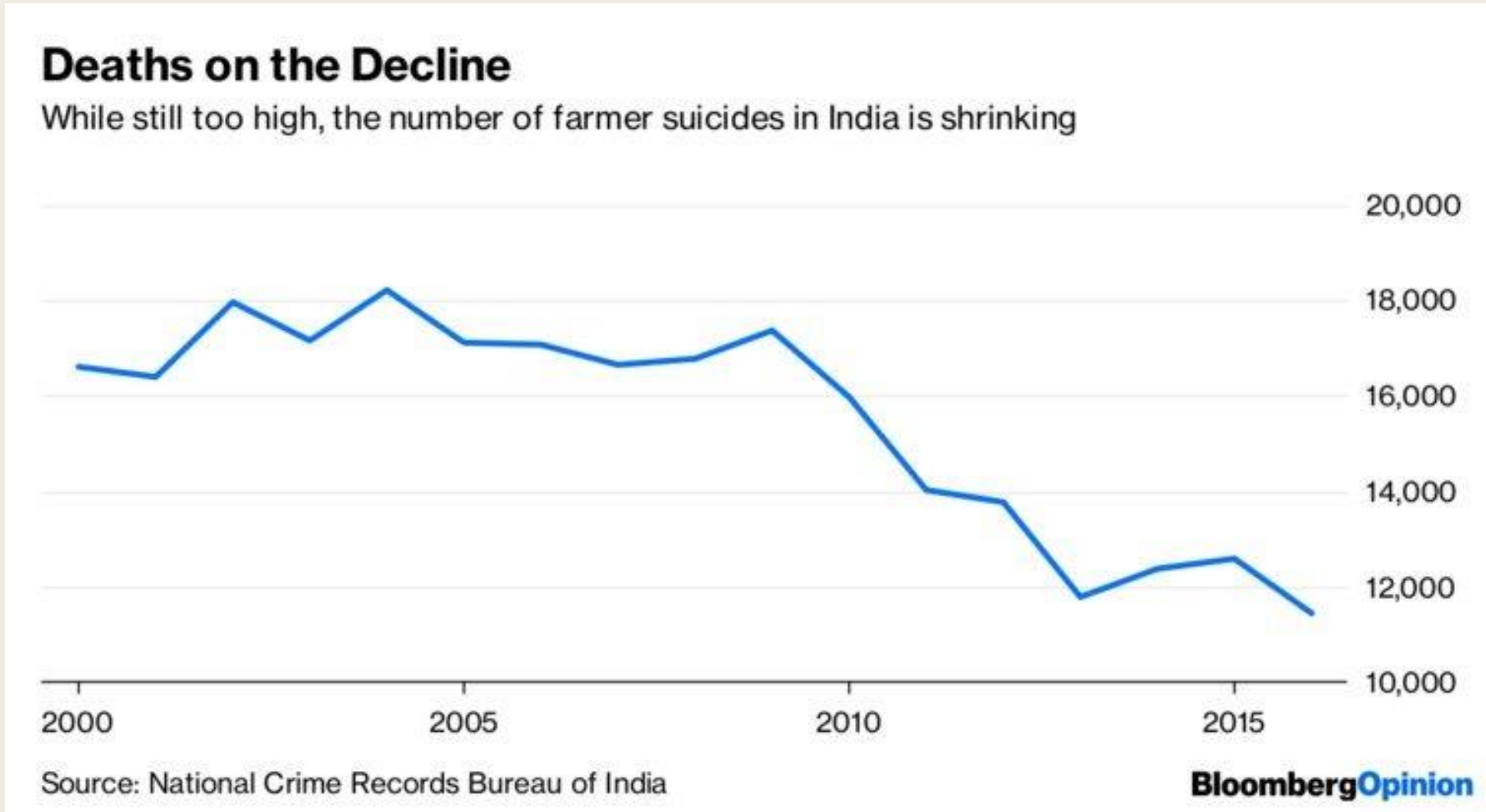
# 9. World Wide Web Really Wide Enough?

Nearly half of the world is yet to go online



# 10. Farmer Stress in India is Reducing

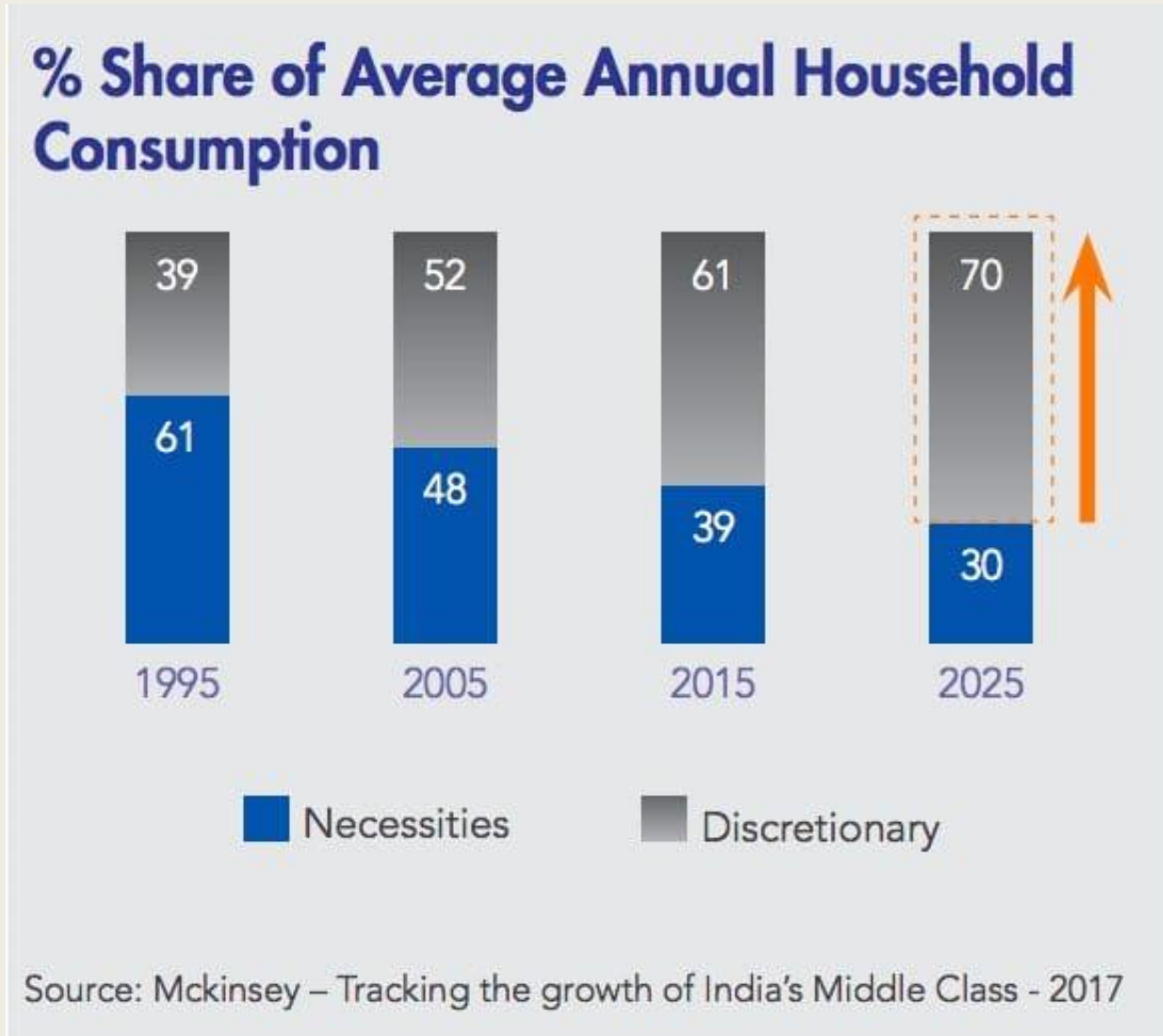
Last decade has seen farmer suicides dropping by around 30%





# 11. Annual Household Consumption Trends

Discretionary expenditure to form 70% of annual household consumption in 2025 from 61% in 2015





THANK YOU