

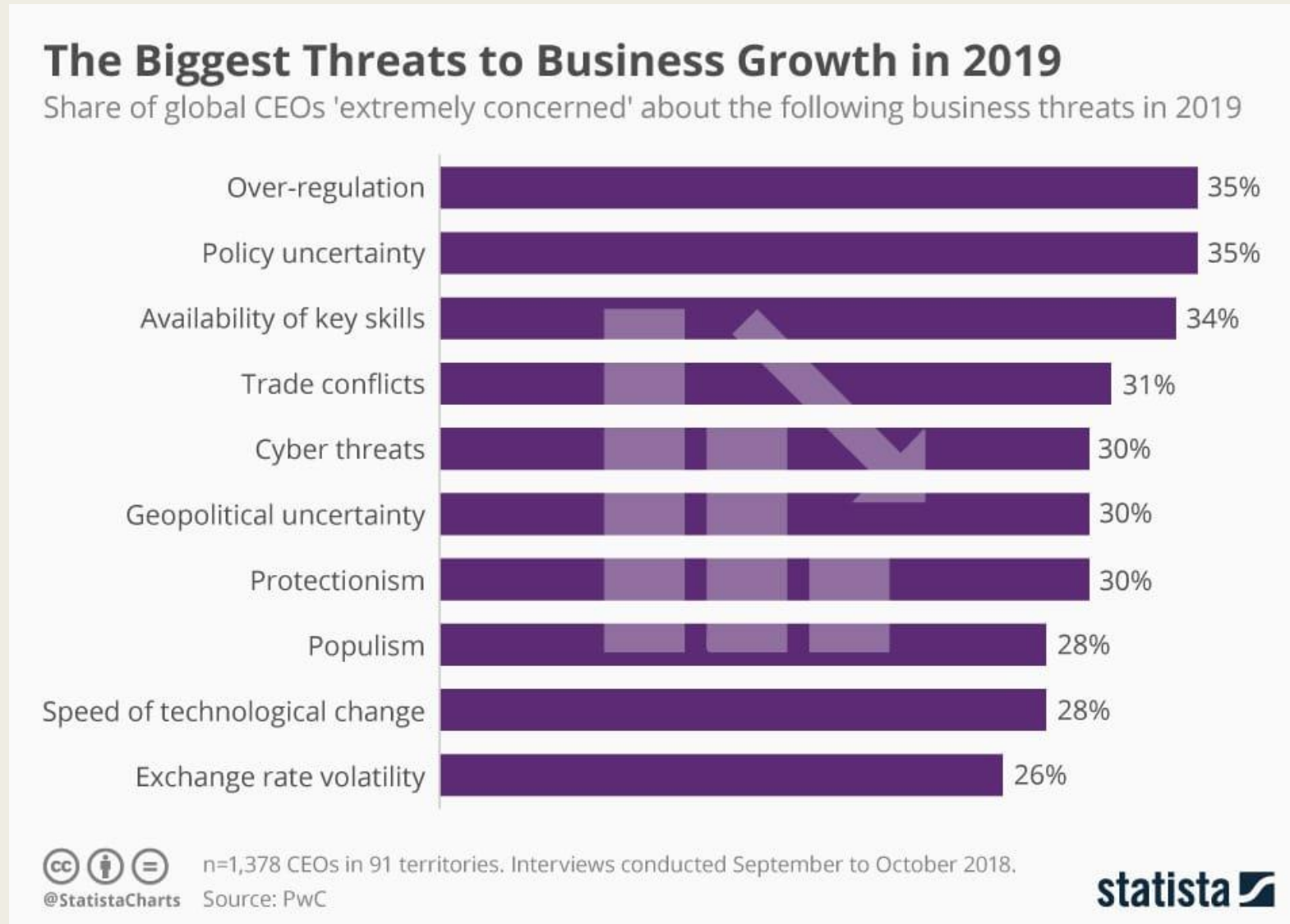
# WHAT ARE WE SEEING

VERSION 1.010

25-01-2019

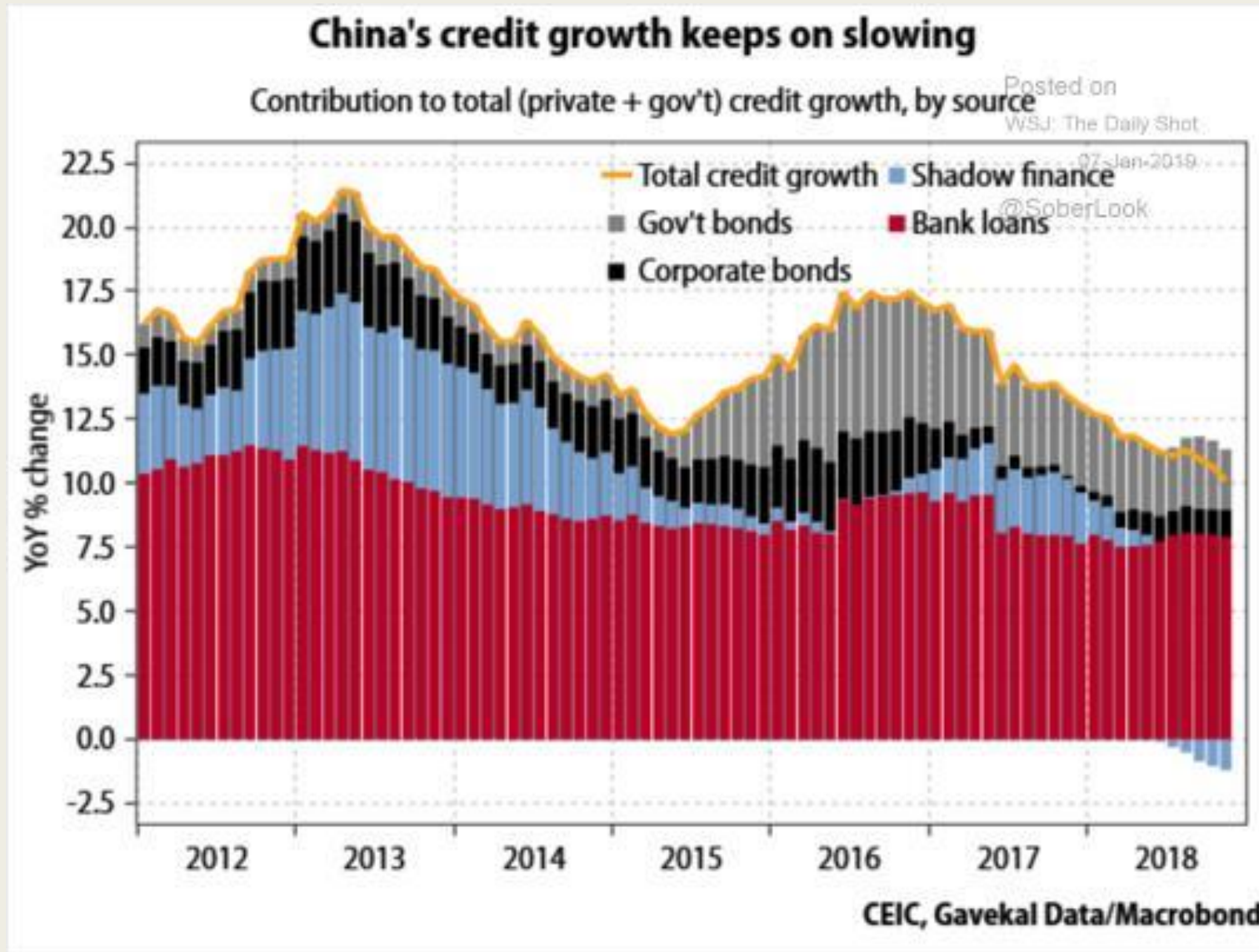
# 1. Threats to business growth in 2019

Over-regulation, policy uncertainty, availability of key skills seen as biggest threats



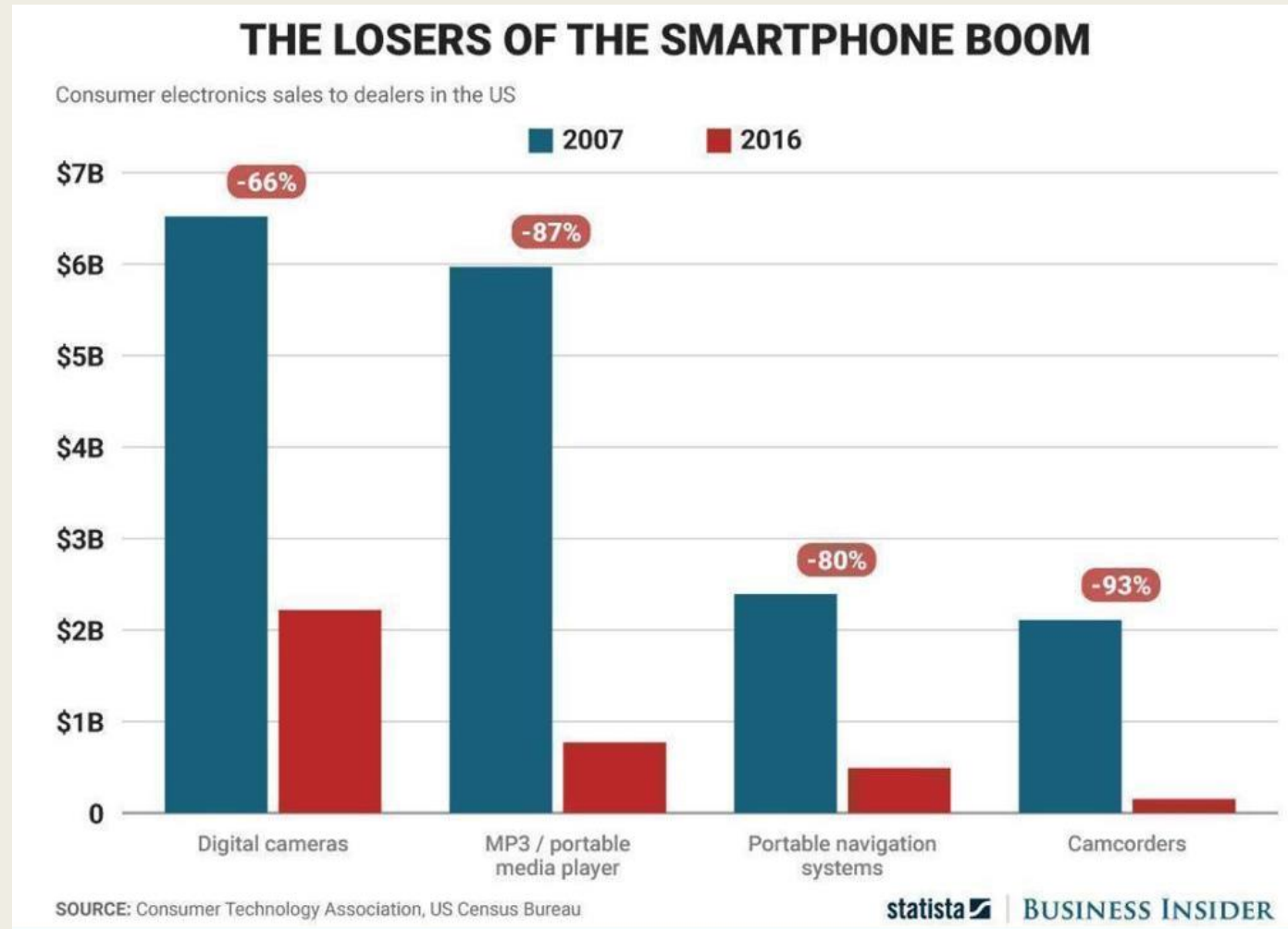
## 2. China's credit growth slowdown

China stares at bigger than expected slowdown as credit shrinks in the economy



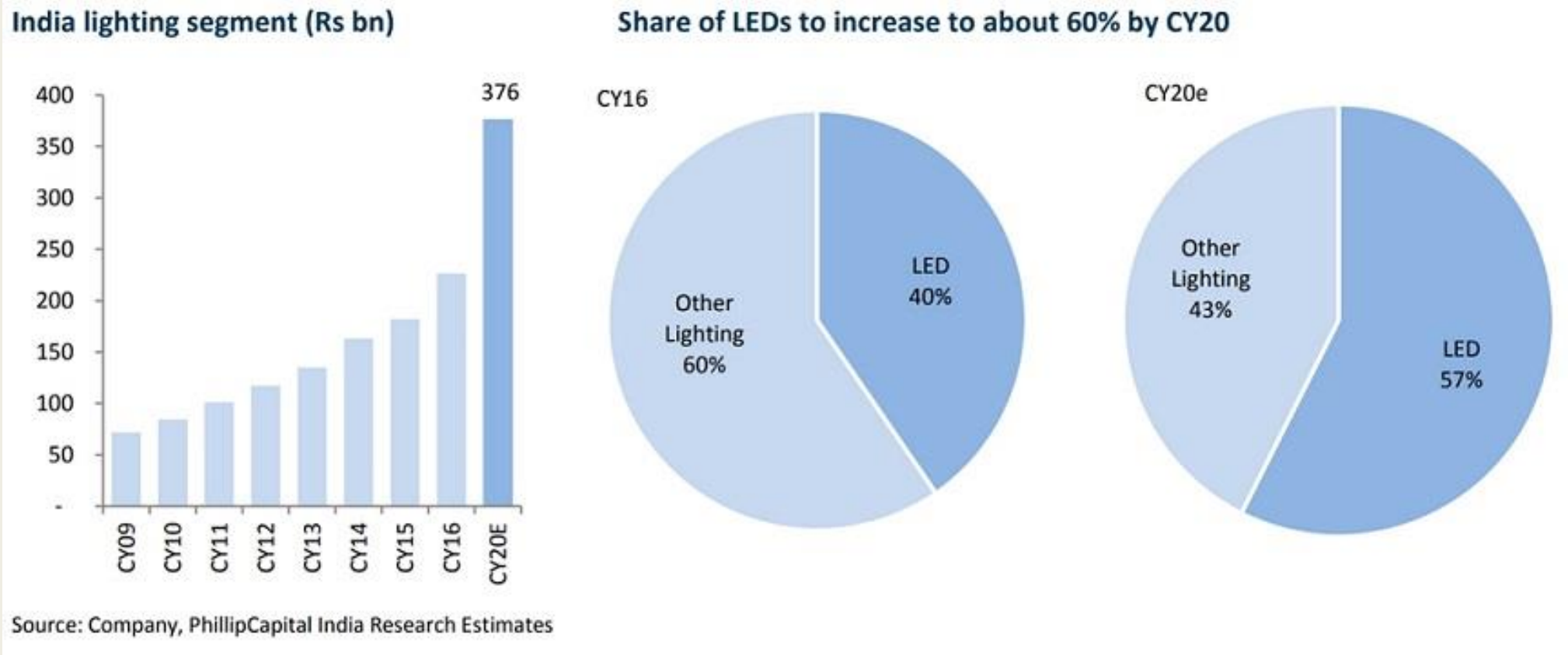
### 3. The smartphone boom

It is not a surprise to see that consumer electronics sales of digital cameras, MP3 players, portable navigation systems and camcorders have seen a huge decline since the smartphone boom



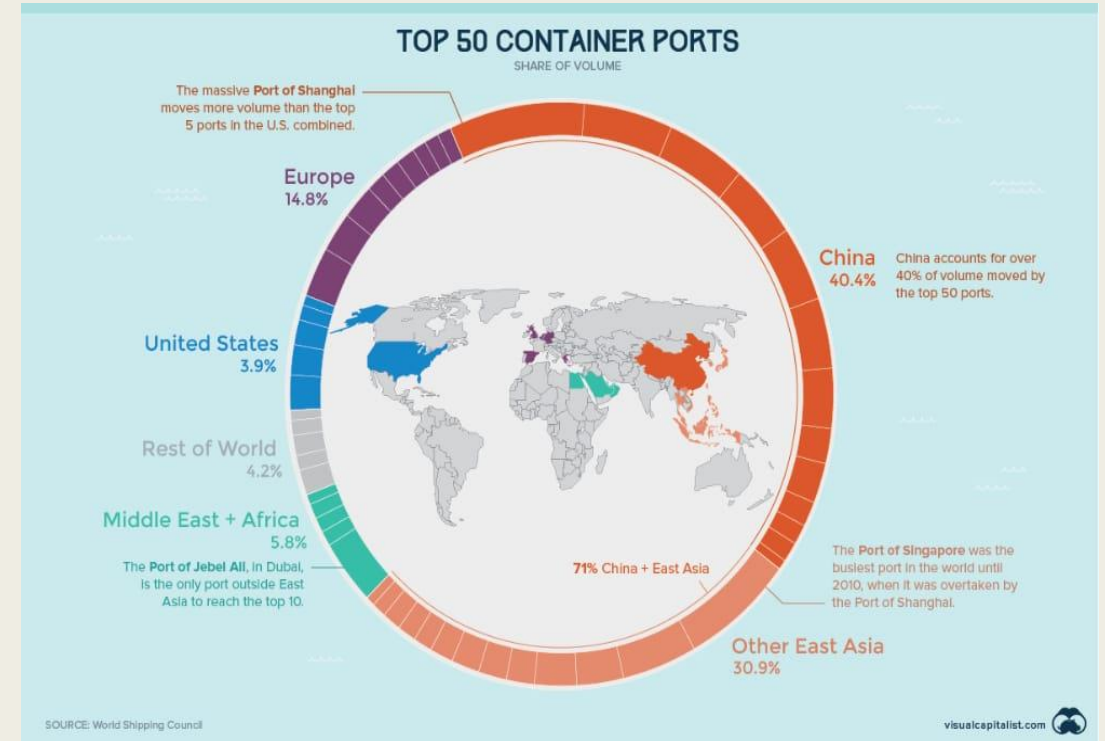
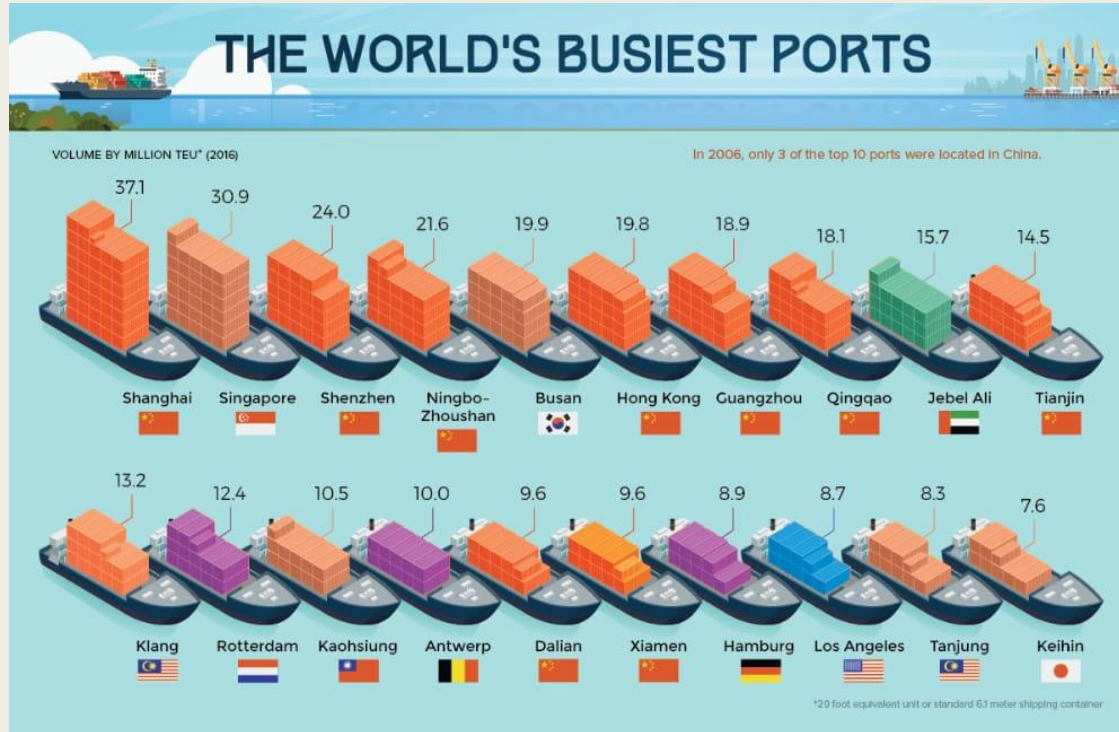
## 4. LED Lighting is a growing opportunity in India

India's lighting segment is expected to reach Rs. 376 Bn. by FY20 driven largely by increasing share of LED segment due to government push



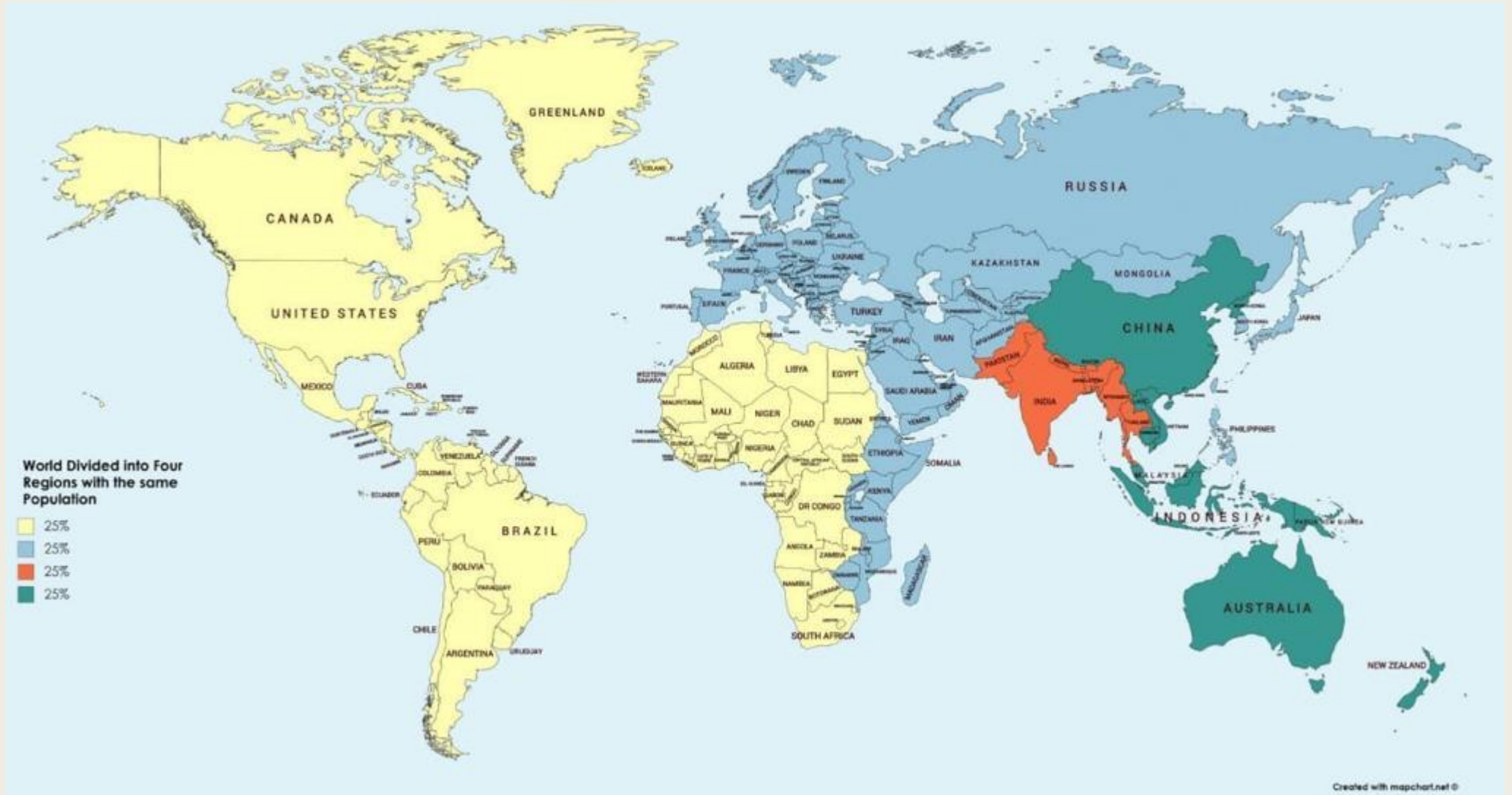
# 5. Asian countries dominate lions share of exports

Shanghai, Singapore and Shenzhen are the world's busiest ports



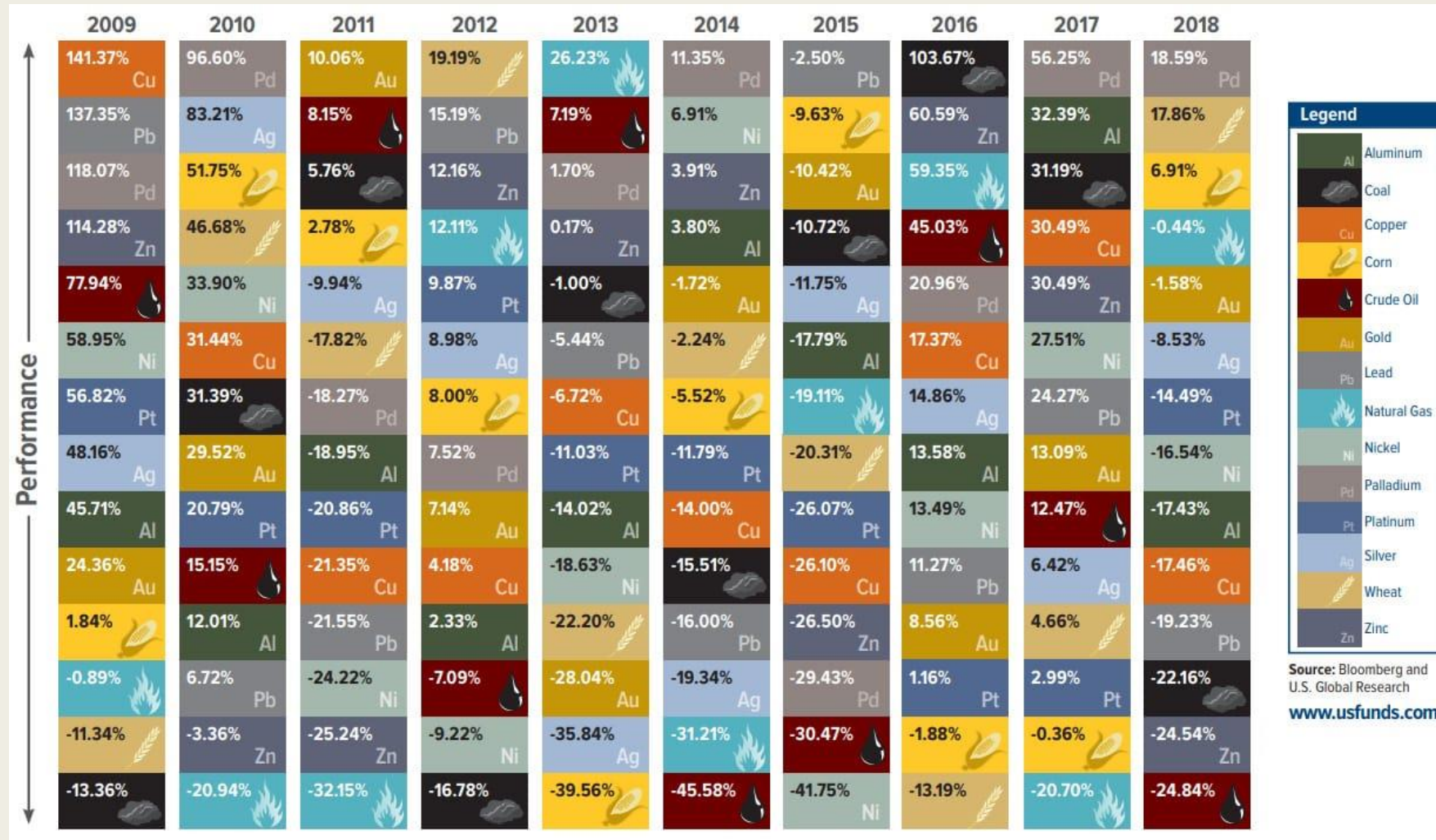
# 6. Visualizing the world divided into four regions

China, India and Australia combined make up approximately 50% of the world's population



# 7. Commodity returns over the decade

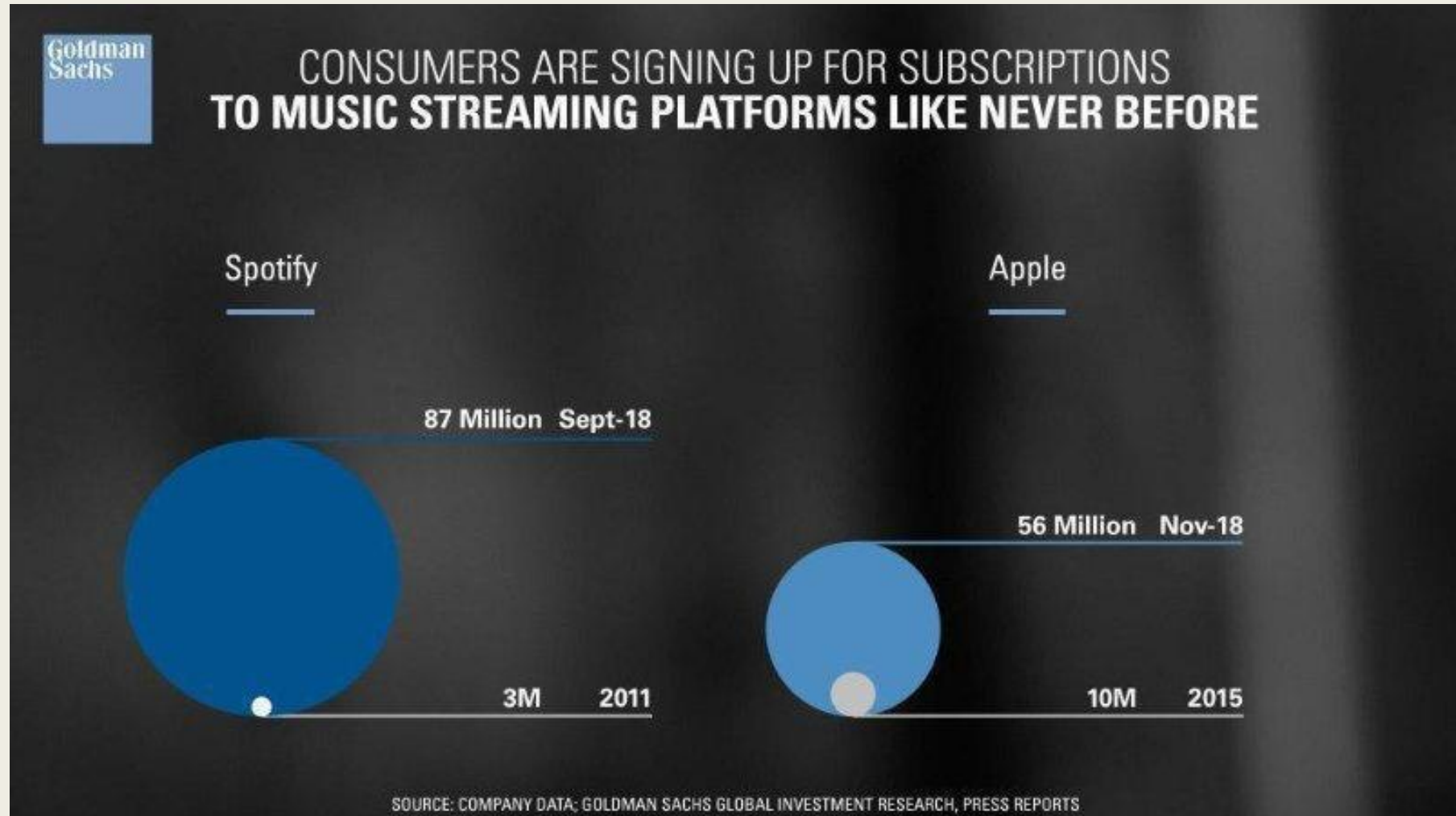
Best performing commodity in 2018 was palladium while Crude was the worst performing commodity





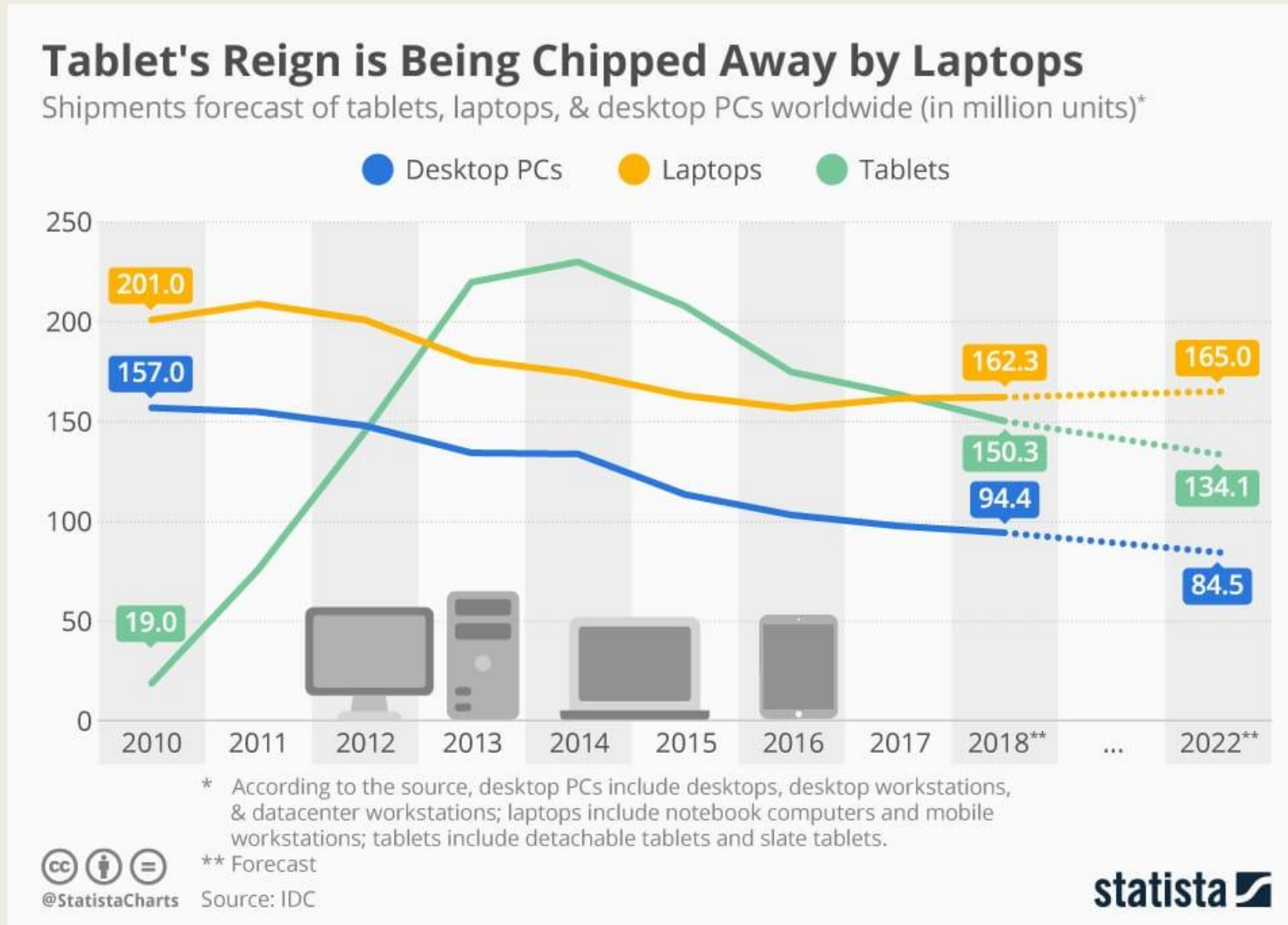
## 8. The rise of music streaming platforms

Music streaming platforms are growing more aggressively than ever before due to rise in smartphone penetration around the world



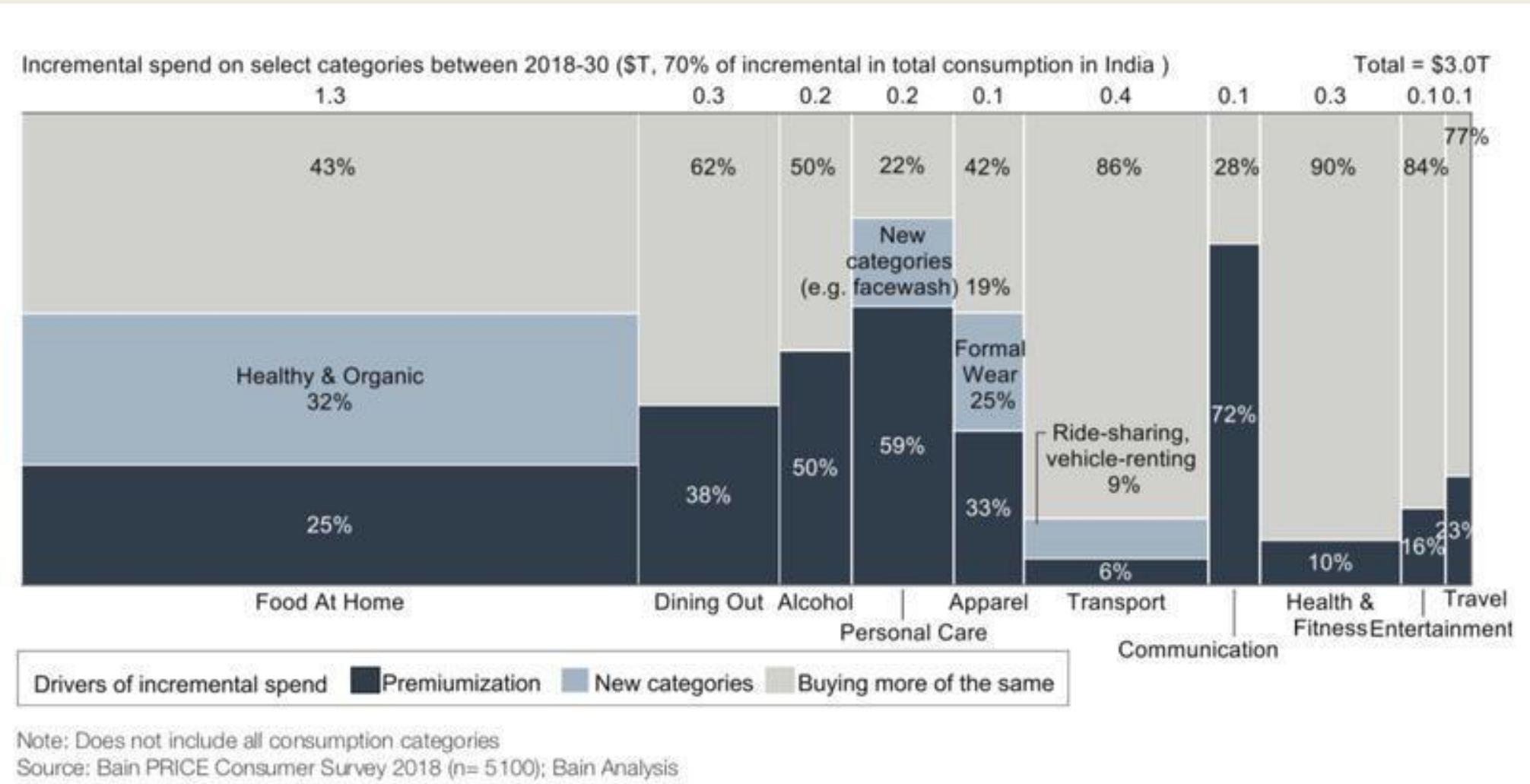
# 9. Tablets are being chipped away by Laptops

Laptops surpassed tablet shipments in 2018 while desktops continue their steady decline with around 60 million fewer desktops shipments in 2017 than there were in 2010



# 10. Emerging trends in consumption in India

New categories such as healthy and organic food are expected to contribute 32% of total incremental spend on food consumption in India by 2030





THANK YOU