



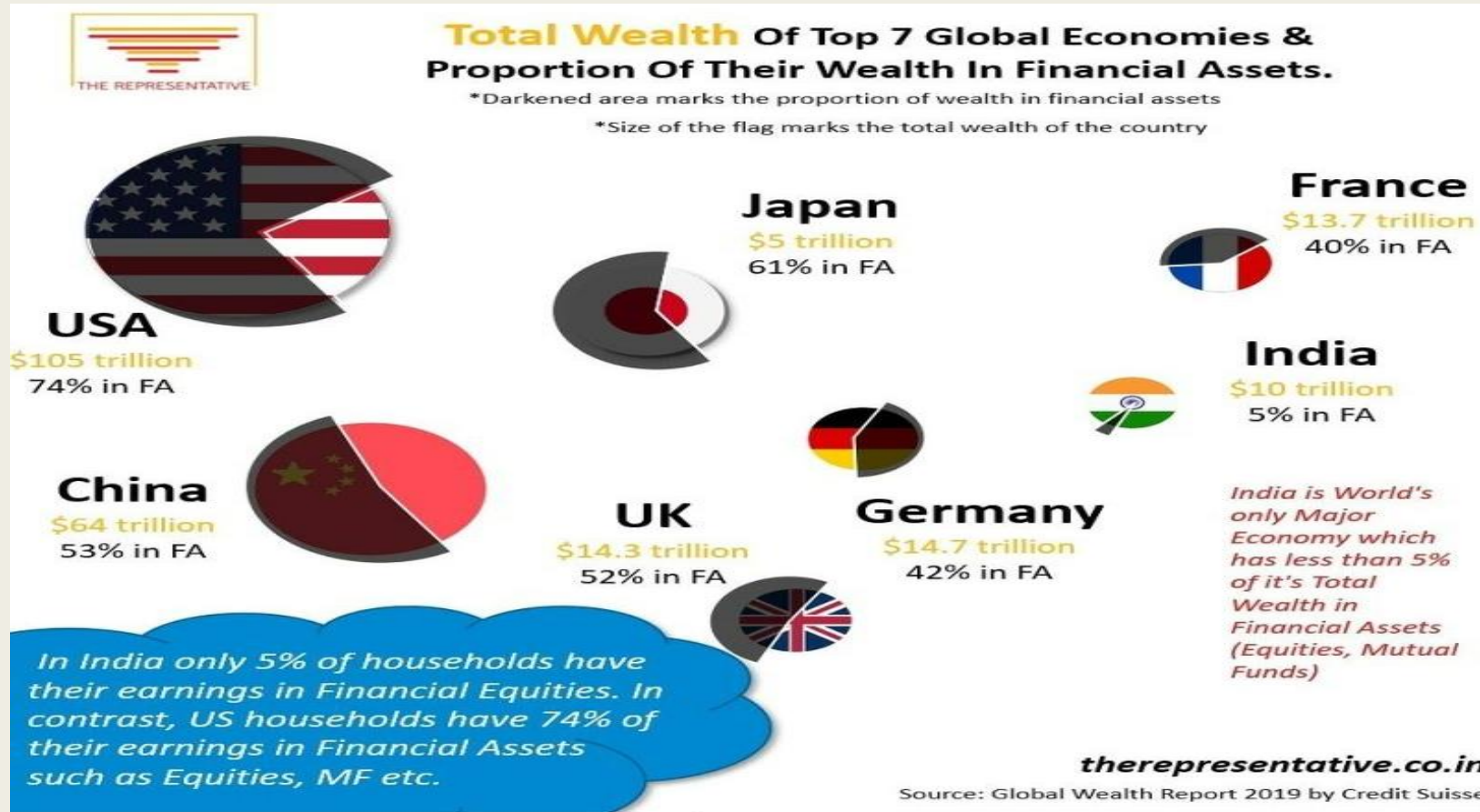
WHAT ARE WE SEEING

VERSION 1.055

16-10-2020

1. Financialization of Wealth Assets

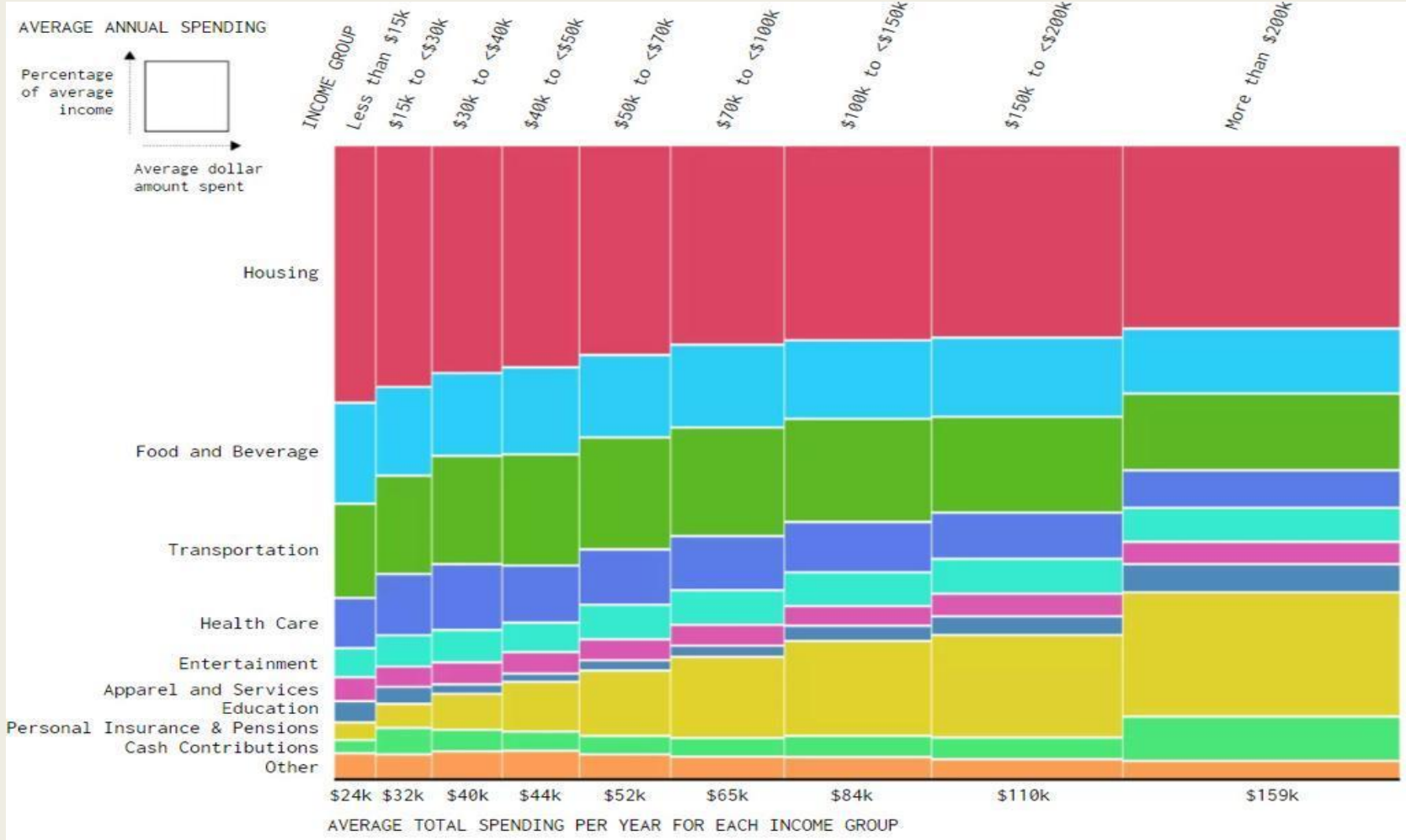
USA has the highest proportion of wealth in Financial Assets (74%), Japan is the closest second at 61%



Source: Global Wealth Report Credit Suisse, therepresentative.co.in

2. Spending Breakdown

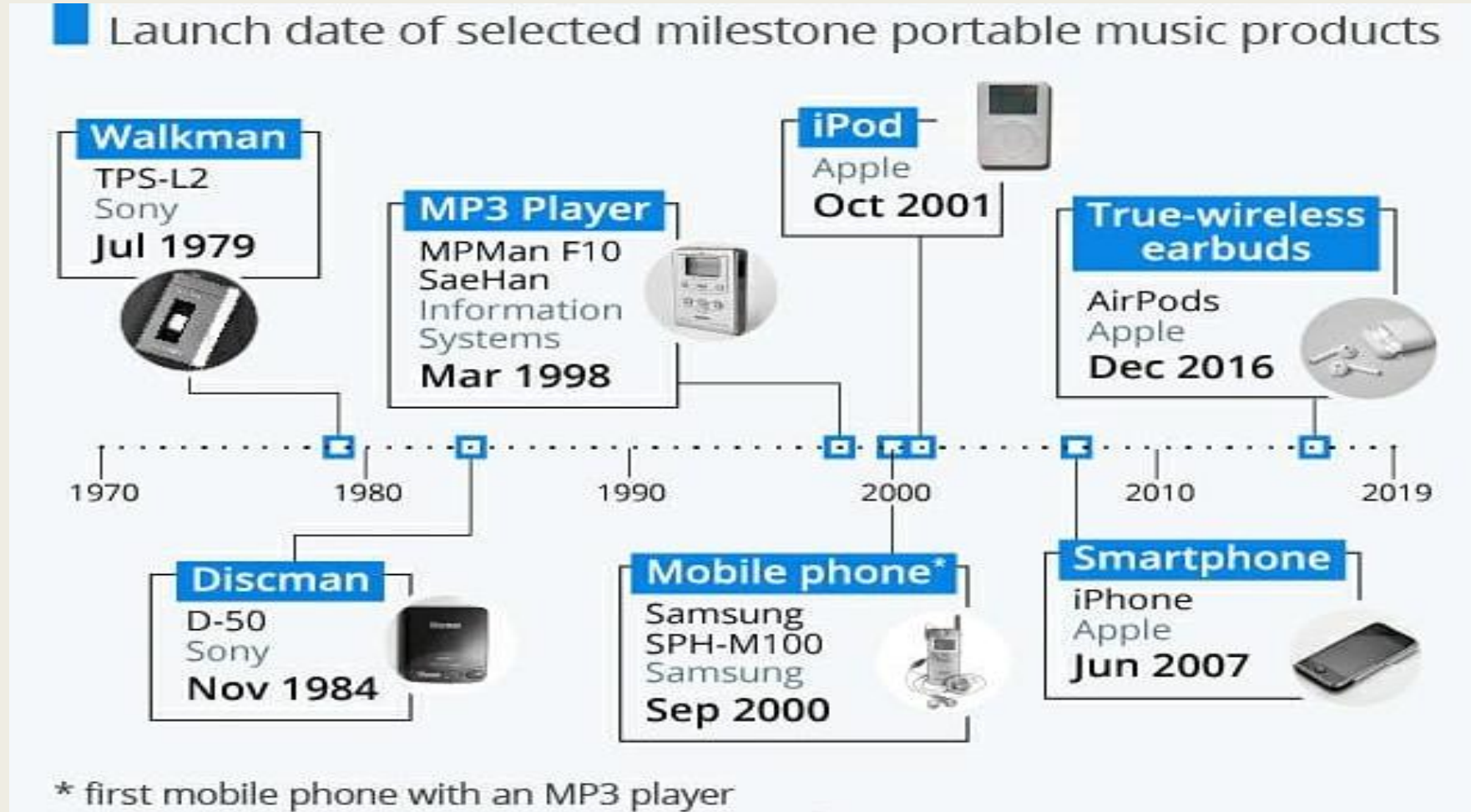
Entertainment has highest spending proportion for higher income groups



Source: Consumer Expenditure Survey, Bureau of Labour Statistics, FlowingData

3. The History of Portable Music

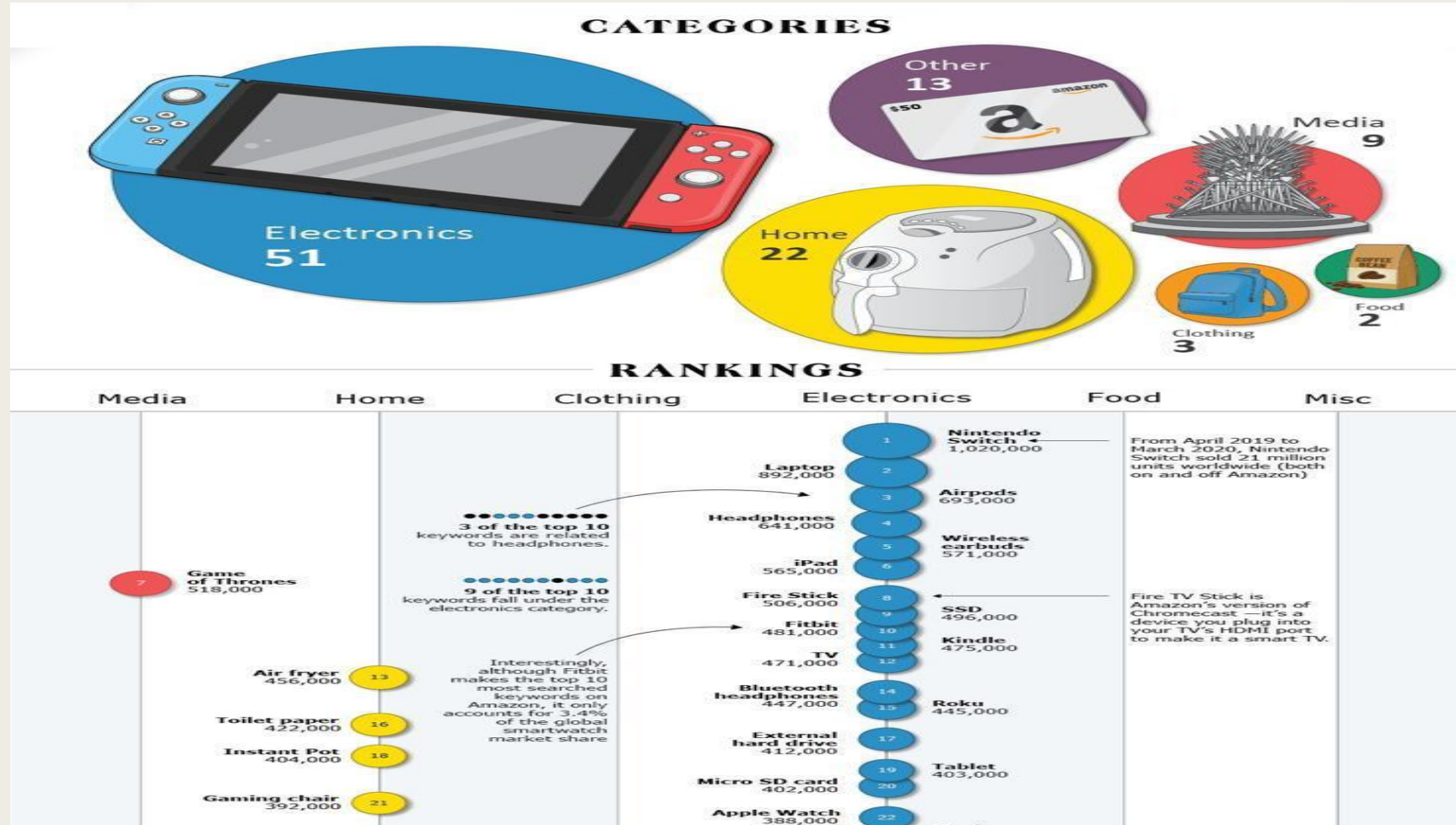
From Sony's Walkman in July 1979 to Apple's AirPods (wireless earbuds) in 2018



Source: Wikipedia, GSMHistory.com, PCWorld

4. Product Categories by Search on Amazon

Electronics has the highest instances of product search on Amazon, followed by Home



Source: Business Insider, Ahrefs

5. Prize Catch: Exchange Firms

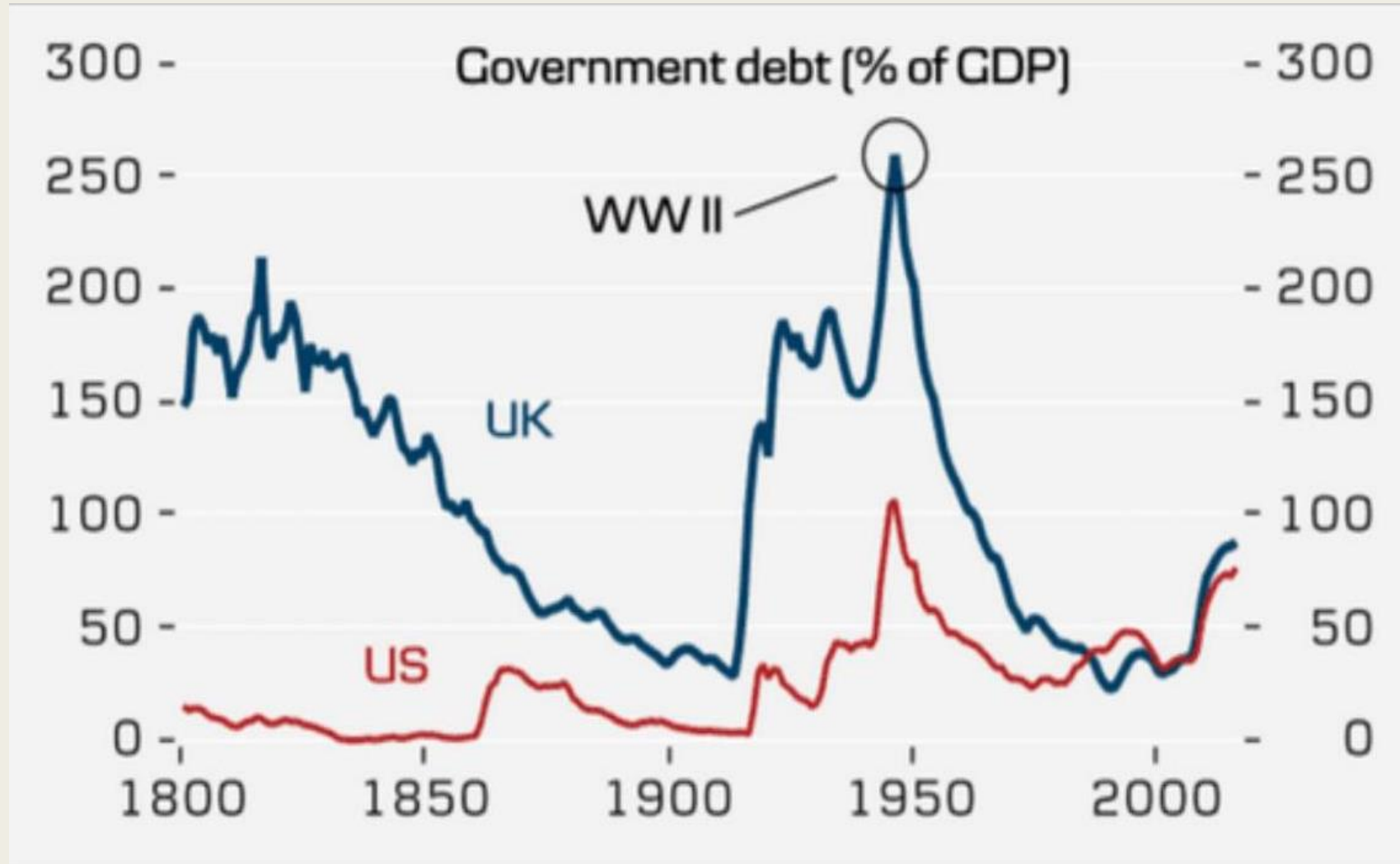
Market Capitalisation of Chicago mercantile Exchange is over \$60bn, while Nasdaq is just over \$20bn



Source: Bloomberg, The Economist

6. High Public Debt Levels are Not a New Feature

Government Debt as a % of GDP was highest in WWII, much higher than levels today



Source: CBO, Bank of England, Macrobond Financial, Danske Bank

7. FMCG Giants

Parle, Marico, Patanjali, Pepsico have revenues over 9,030 cr, 7,315 cr, 9,024 cr and 7,129 cr respectively

FMCG GIANTS PART 3

PARLE
REVENUE: 9,030CR (FY19)

MARICO
REVENUE: 7,315CR (FY20)

PATANJALI
REVENUE: 9,024CR (FY20)

PEPSICO
REVENUE: 7,129CR (FY20)

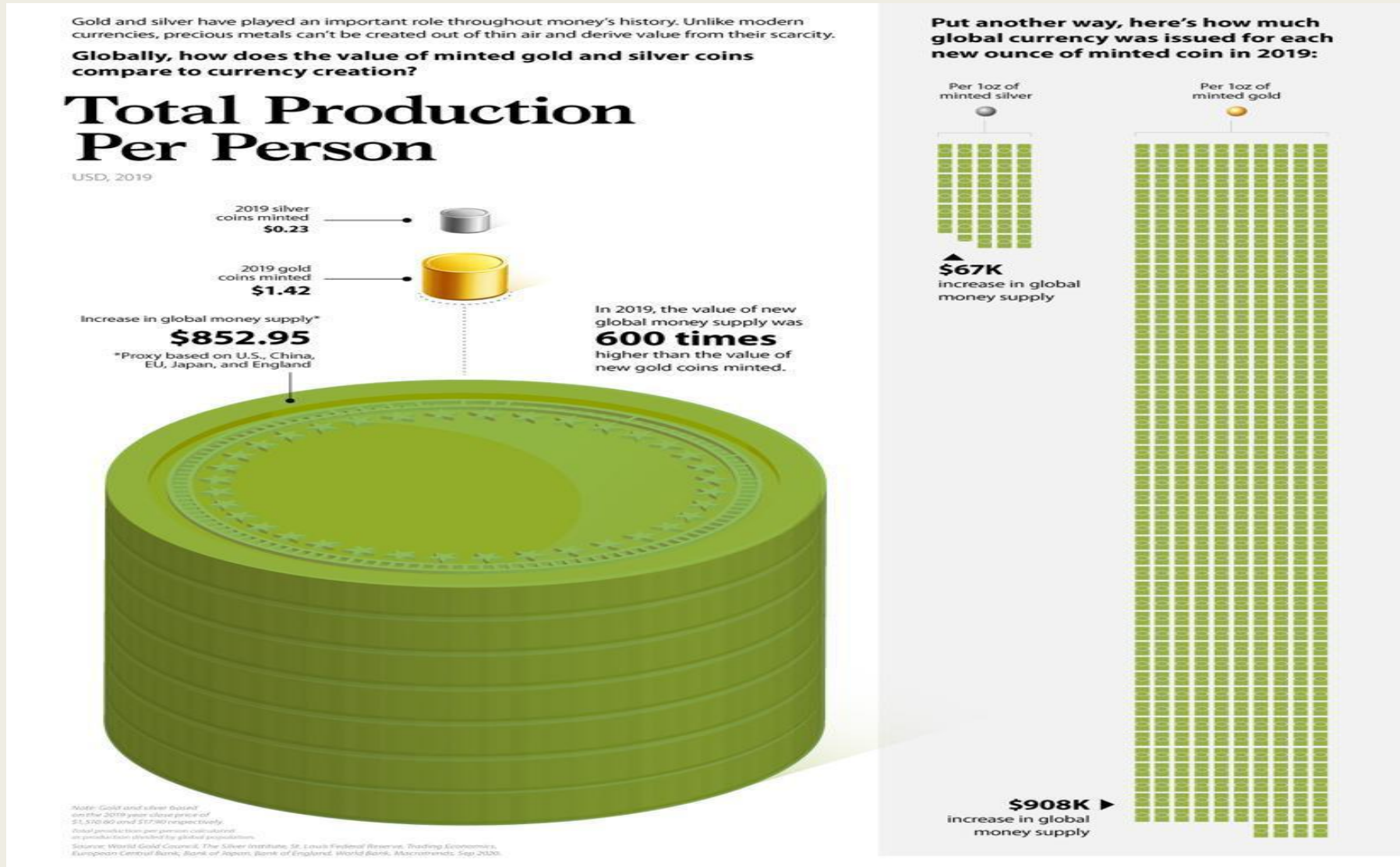
Companies with a solid grip on your everyday life!

Follow @finkrypt

Brought to you by-

8. Precious Gold and Increasing Money Supply

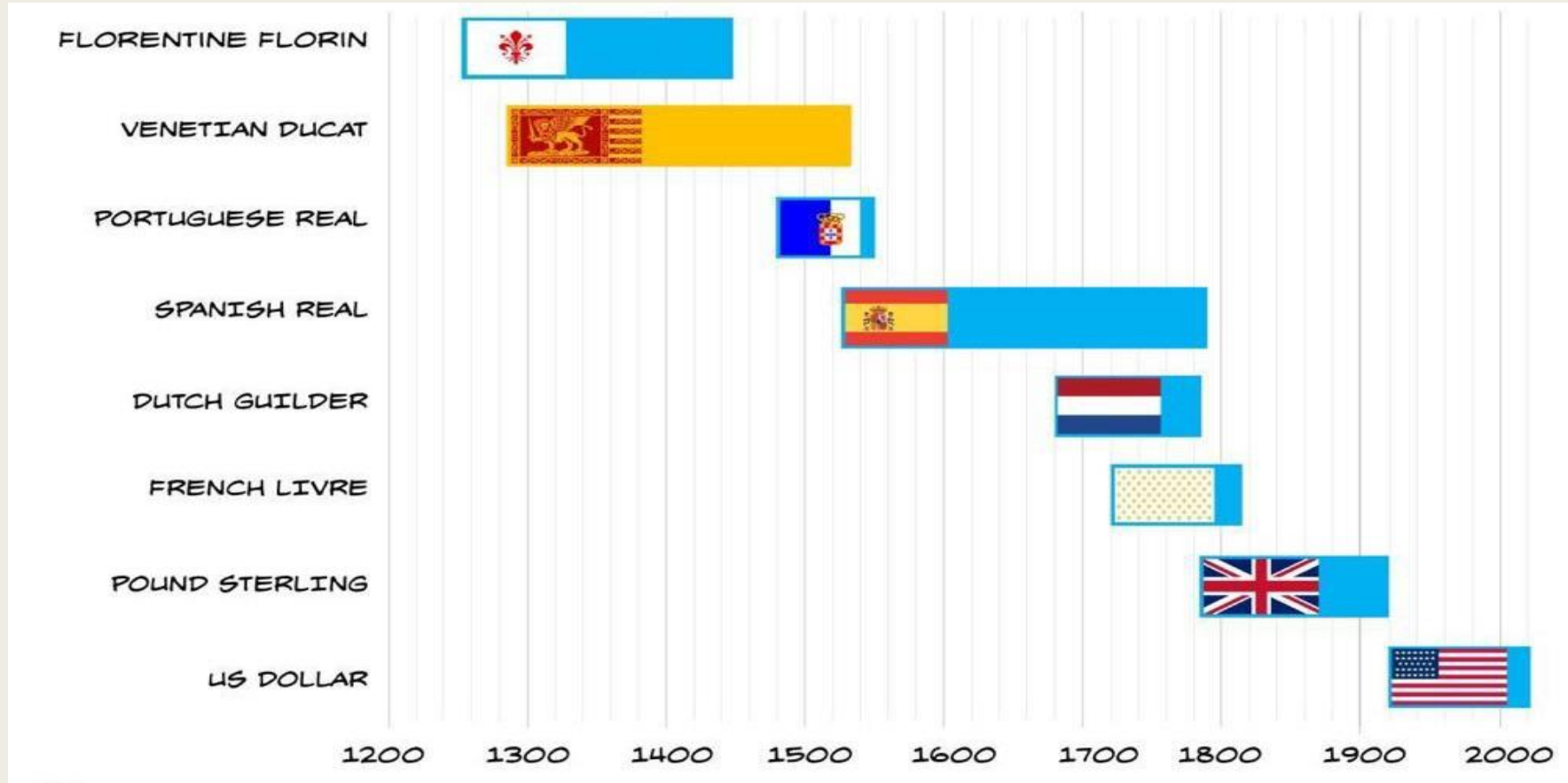
Value of new global money supply was 600 times higher than the value of new gold coins minted in a year



Source: World Gold Council, The Silver Institute, ECB, Bank of Japan, Bank of England, World Bank, Macrobonds Sep 2020

9. Major Reserve Currencies since 1250

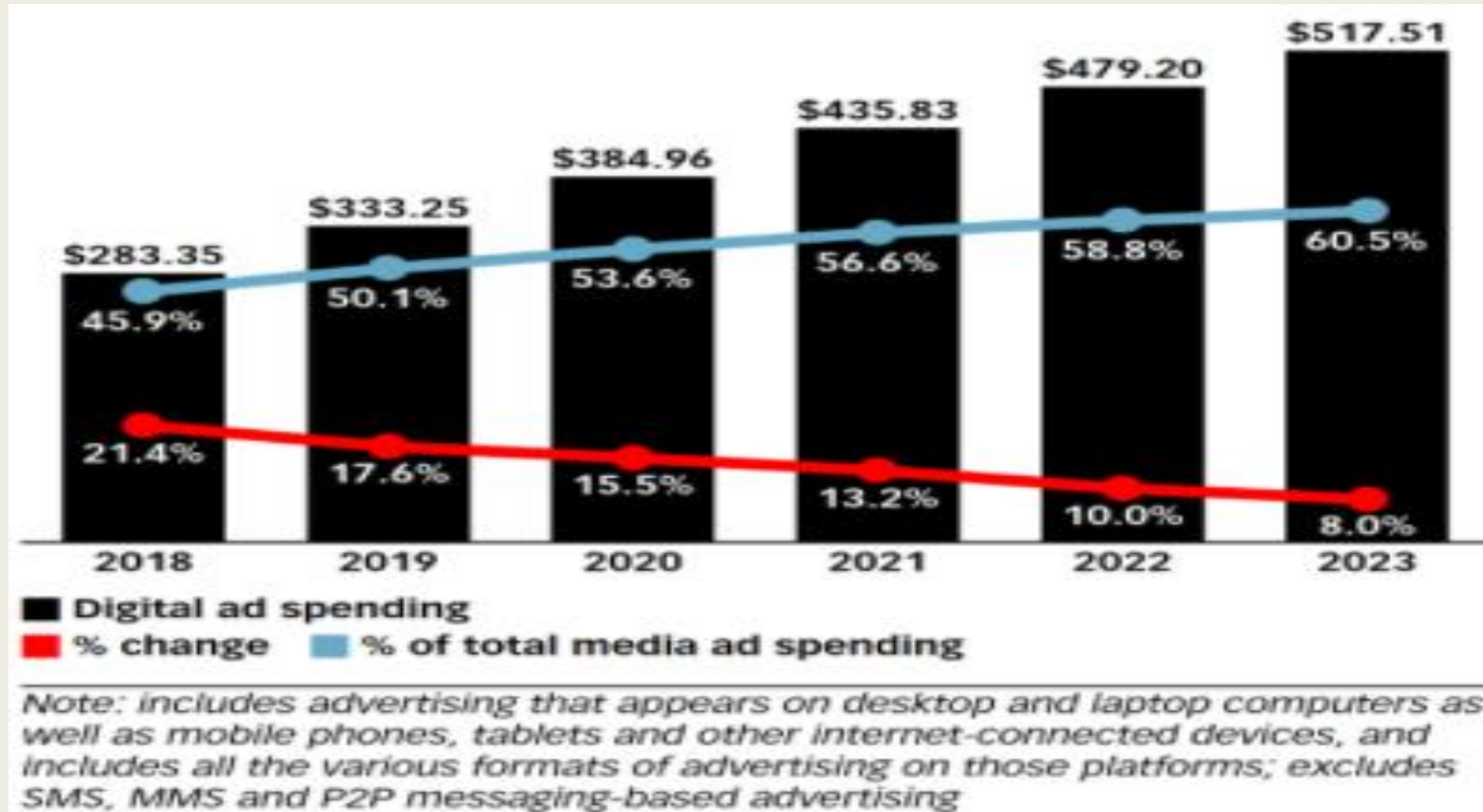
The last 2 centuries have been dominated by Pound and US Dollar in terms of reserve currencies



Source: EEAGLI

10. Digital Ad Spending Worldwide

Digital Ad Spending worldwide in 2020 is expected to be at \$385bn and to grow to \$518bn by 2023



Source: eMarketer



THANK YOU