

Thematic Growth



Digitalisation

Digitized data, improving computer-processing power and hyper-connectivity have combined to unleash the multi-decade phenomenon of digitalization. This propels growth in mobile data consumption, online video streaming and cloud computing.



Automation

Falling computing costs and rising labour costs have driven the use of automation, further supported by demographics and regulations. Autonomous vehicles, process automation, logistics, drones, precision surgery, security and surveillance, efficient buildings, bionics, and virtual reality present potential growth.



Ageing

Over the last 200 years, life expectancy has almost doubled to nearly 80 years today. The world's population is ageing at an unprecedented rate. So far, advanced economies have benefitted most from greater longevity. In the future these benefits will extend to emerging markets. New markets are emerging in gene editing, regenerative medicine and age-retardation.



Evolving consumption

By 2030, developing countries and emerging markets will be home to an estimated 80% of the world's middle class. New patterns of consumption are emerging, with a focus on diet, fitness, health, and wellness. Experiences and travel are increasingly a priority.



Climate change

Climate change's impact is underestimated by both society and investment markets. Investment opportunities are emerging in renewable energy, smart buildings, energy efficiency, smart grids, battery technology, water supply, and agriculture.

Thematic growth forecasts surpass GDP growth

