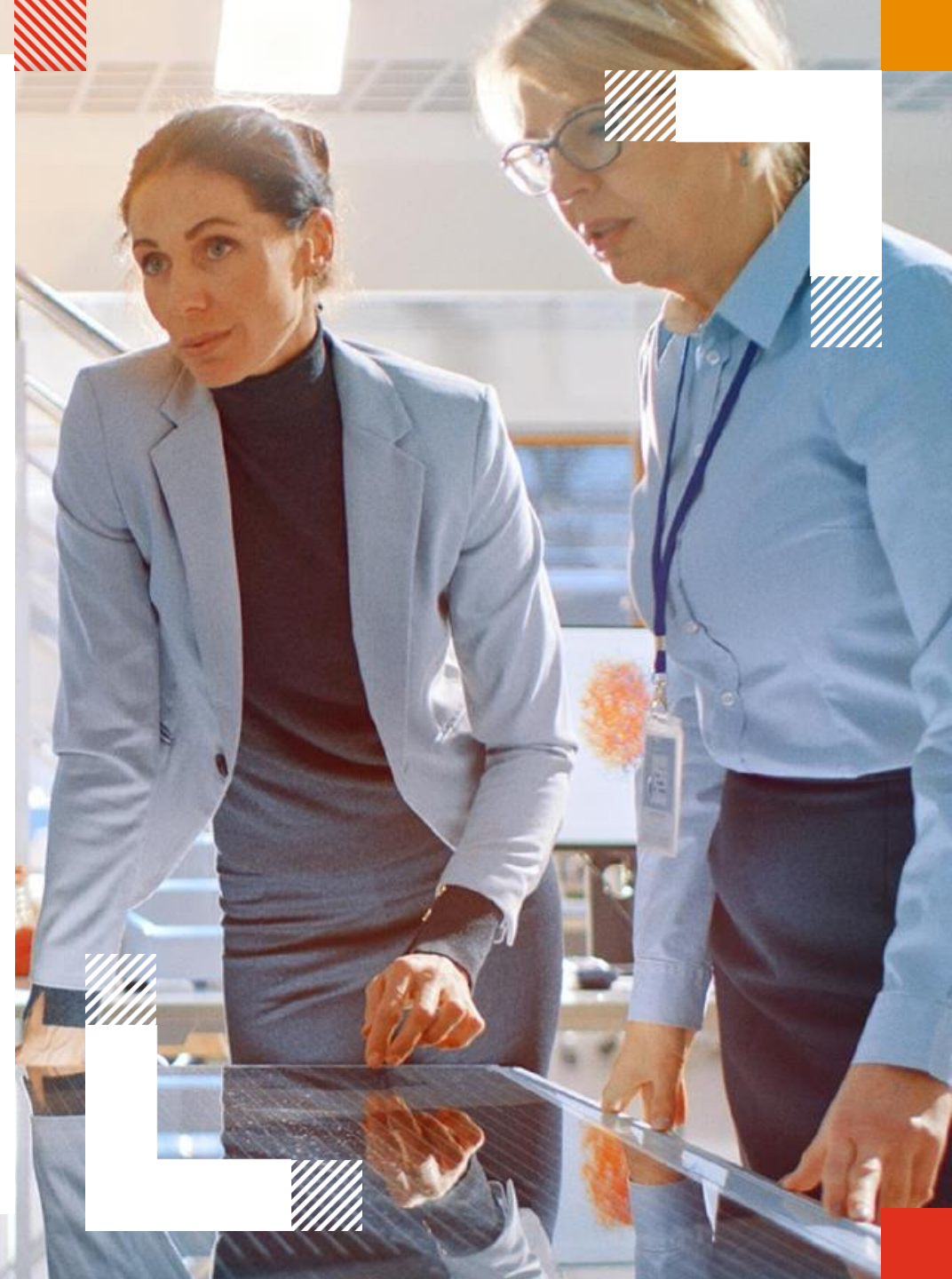


Five priorities for your reinvention agenda: Consumer Markets

From PwC's 27th Annual Global CEO Survey

This year's survey suggests companies recognise the urgency to reinvent and are taking steps toward change.

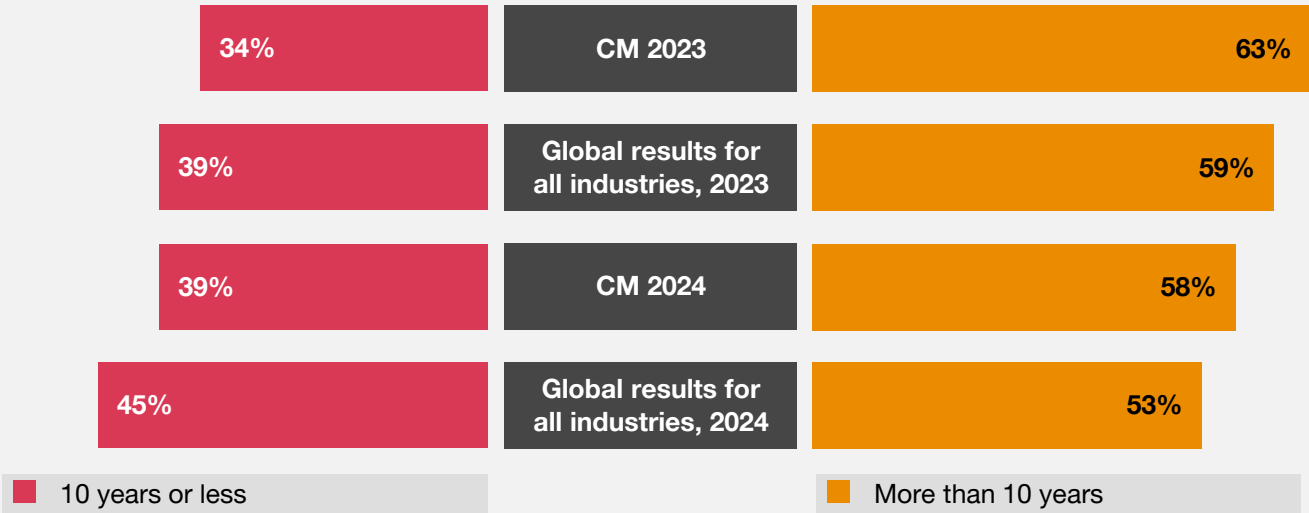
As climate change, generative AI, and a range of other threats and opportunities converge, Consumer Markets (CM) CEOs must accelerate their efforts to examine and evolve their business models in order to deliver sustained outcomes for stakeholders and society. Here are five priorities for your reinvention agenda.



Focus on the long-term viability of your business model

Globally, 97% of CEOs report they’ve taken some steps to reinvent in the last five years. But translating actions to results is challenging. Across the board, CEOs in 2024 are less confident about the viability of their business model than they were in 2023. This year, however, CM CEOs are more confident than their global peers, with only 39% saying they’re not confident their business will be economically viable in a decade if they stay on their current path.

Share of CEOs that state their business will remain economically viable for the time frames shown

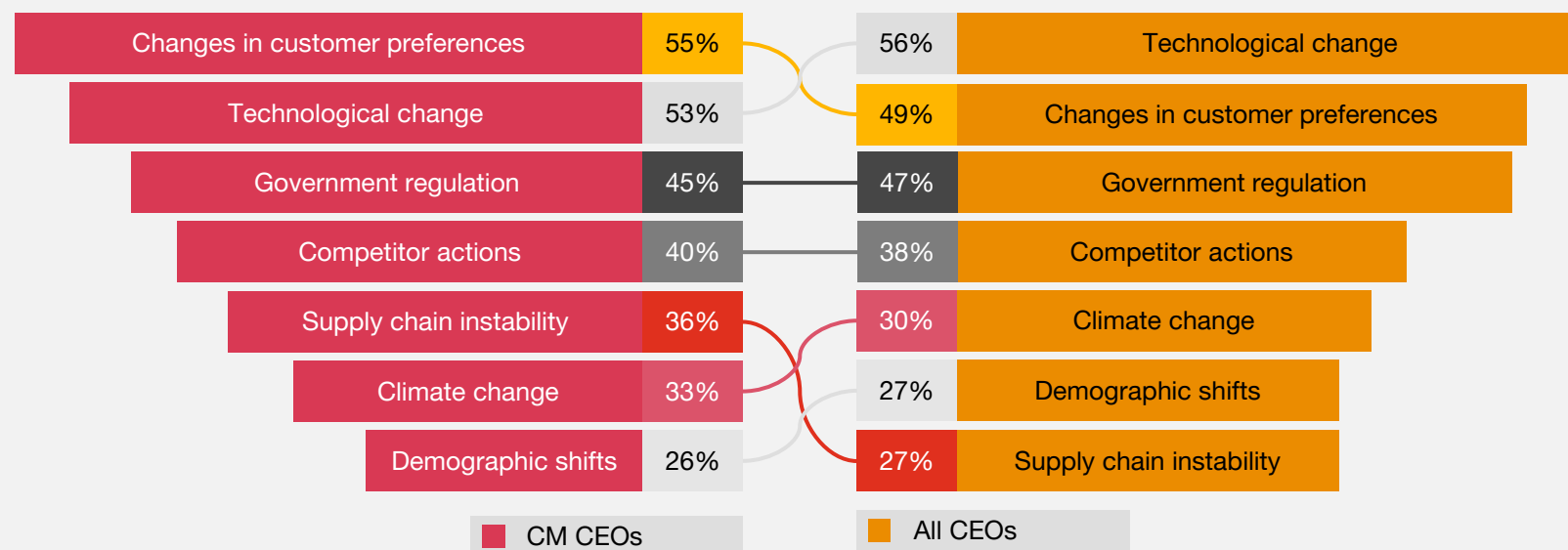


Note: Percentages shown for a given year may not total 100 due to rounding.

Understand the power of the megatrends

Powerful, transformative forces are driving the need to reinvent. CM CEOs expect greater pressure in the next three years from factors that influence business model change—such as technological change, evolving consumer demands and government regulation—than they saw in the last five years, specifically when it comes to how they create, deliver and capture value.

Share of CEOs who expect that the following factors will drive business model change in the next three years (Showing only 'to a large extent' and 'to a very large extent' responses)

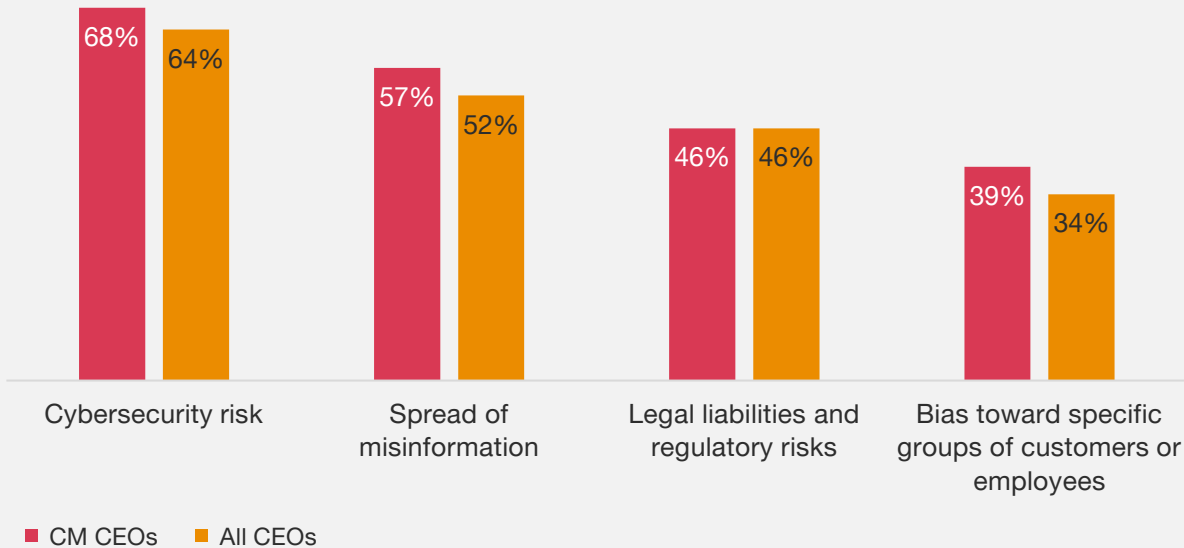




Move fast but responsibly on generative AI

In the next year, a significant share of CM CEOs expect generative AI to increase efficiency in employees’ time at work (61%) and improve the quality of their company’s products or services (51%), among other benefits. But CM CEOs are particularly concerned that generative AI will increase risks in their companies related to cybersecurity, the spread of disinformation, and bias. Moreover, with their often complicated and global supply chains, there is even the potential of “bleed over” brand damage from industry competitors. As you explore generative AI’s bright potential, don’t forget to dedicate serious and consistent attention to its potential pitfalls.

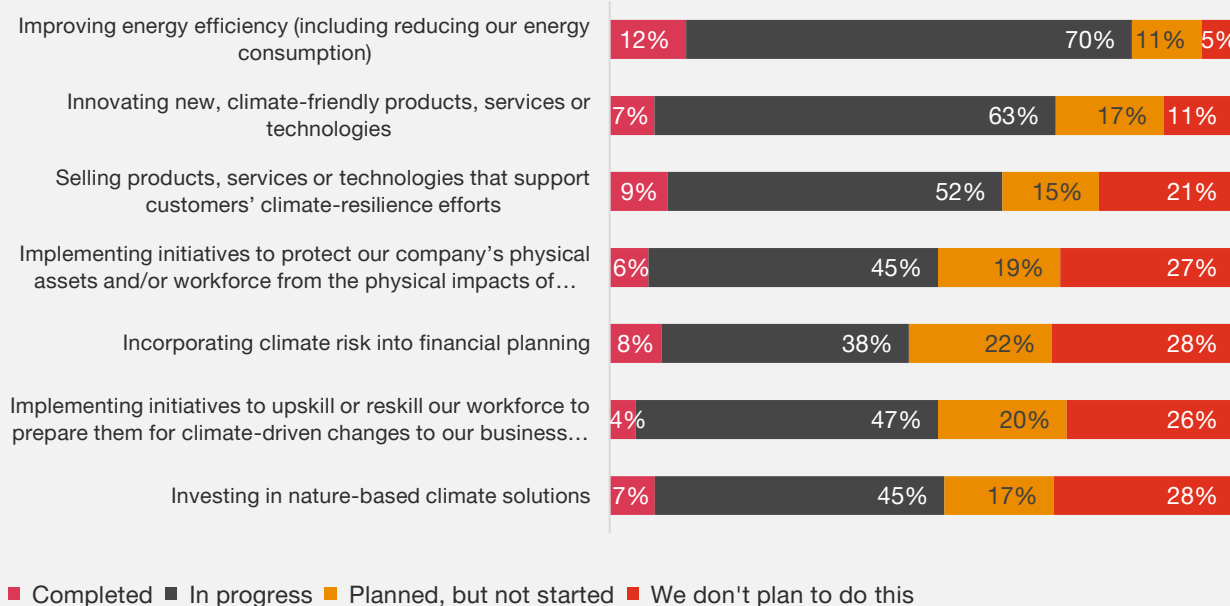
Share of CEOs who agree generative AI is likely to increase risks in their companies in the next 12 months



Go beyond decarbonisation for sustainability

CM CEOs say their companies are making the most progress on improving energy efficiency, including reducing energy consumption. But far fewer CM CEOs have plans for other climate actions. Look for opportunities to create nature-positive business models that don't just mitigate risks, but also strengthen financial returns.

Share of CM CEOs reporting progress on actions related to climate change

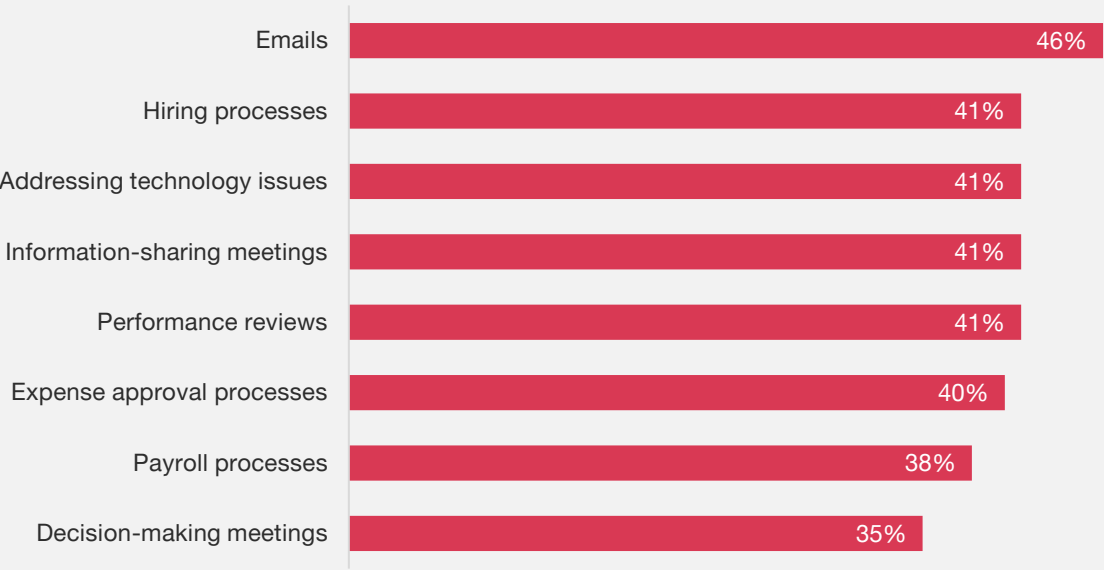




Free up your workforce to create value

CM CEOs see enormous inefficiencies across their company’s administrative activities. The cost of that inefficiency adds up to trillions of dollars. At the same time, 53% of CM CEOs say that a lack of skills in their company’s workforce hinders the company from changing the way it creates, delivers and captures value. Help create time for your employees to reskill by taking actions like tightening meeting protocols, streamlining hiring and performance review processes, and automating routine tasks.

CM CEOs’ estimates of the percentage of company time spent inefficiently on the following activities/processes





About the 27th Annual Global CEO Survey: PwC surveyed 4,702 CEOs in 105 countries and territories. To view the global report, please visit <https://www.pwc.com/ceosurvey>

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