

10 FACTORS THAT COULD CHANGE ECONOMIES & MARKETS FOREVER

Pauline Grange, Portfolio Manager, Global Equities

THE COVID-19 CRISIS

has challenged individuals, families, companies, governments and investment markets around the world. It is an experience that could fundamentally reshape consumer and corporate behaviour as well as financial markets.



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PEAK GLOBALISATION

Both in terms of consumption and supply chains, countries will start to think more about where “stuff” comes from and will question their overreliance on certain countries. There could also be an outpouring of support for small local businesses.



CASH TO CARD ACCELERATES

This could grow as people are forced to shift from offline to online shopping and with many physical stores no longer accepting cash for hygiene purposes.

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HEALTH AND HYGIENE

Rules and regulations will step up, particularly in China where pressure will grow on the country to regulate its food industry, given the source of the virus outbreaks.



ADVANCE OF THE MEDICAL COMMUNITY

The speed of science, rooted in the genetics community, in arresting the disease and how quickly we are getting results from clinical trials has been stunning. People may be underestimating the evolution of the science and its impact

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SMARTER WORKING BECOMES MORE ACCEPTED

With companies forced to enable working from home, this could become a more acceptable way of working which has implications for the likes of cloud investment.



ATTACK ON BIG TECH EASES AS IT IS NOW SEEN AS A UTILITY

We have all relied heavily on technology platforms including social media during the isolation period, and in the longer term tech firms will benefit from stronger user growth and rising engagement, while privacy concerns and government attacks may diminish.

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ONLINE CONSUMPTION GROWS

Whether for groceries, education or broader retail, online consumption is rising. What started out of necessity for many, may perhaps become the norm.



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AN ACCELERATION OF KEY TECH TRENDS

For example, “AI factories”, which employ data-driven algorithms to automate decision-making processes (rather than relying on face-to-face communication), were already growing and are well suited for a remote world.

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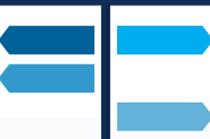
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THE RISE OF THE “GREEN” AGENDA

With countries seeing the benefits of cleaner air and waterways, could they seek to retain this? Boosted by fiscal stimulus, we might see a greater push of the green agenda and rising investment in, for example, renewable energy and electric vehicle infrastructure.



POST-COVID-19



THE RISE OF MORAL CAPITALISM

Might companies have a fundamental reset and look more towards their purpose, ie, their impact on the environment, customer, employees and the supply chain? And will corporate scrutiny accelerate in a post-Covid-19 world?

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