



Emerging Strong: Investment Opportunities in Southeast Asia

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WHY SOUTHEAST ASIA? MACRO DRIVERS AND CONSUMER SHIFTS

Southeast Asia has a young working population preparing for an ageing society

Consumer expenditure to surpass USD4 trillion by 2040, 213% more than in 2023

Megatrends impacting Southeast Asia

Top three consumer behavior shifts in Southeast Asia

Sustainable growth is a long-term goal for both companies and consumers in Southeast Asia

Penetration of mobiles and the pandemic digitalise lifestyles of Southeast Asians

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Food security is a long-term goal backed by governments and businesses

Southeast Asia's capabilities in addressing food security are well rounded

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Companies founded from 2010 have raised over USD370 million through PE/VC

Investment can shorten the timeline needed in taking steps to secure the future of foods

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HOW OUR INSIGHTS EMPOWER YOUR INVESTMENT DECISIONS

Consumer expenditure on food and non-alcoholic beverages set to be the leading category

Investment opportunities in Southeast Asia

Areas to explore and questions we can help you answer further

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