



Euromonitor
International

Top Business Risks in 2022: Omicron, Supply Chain and Inflation

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Scope

Top business risks in 2022

Omicron challenges near-term economic recovery

Delays in normalisation of the labour market and global supply chains

Omicron could cause inflation risks and hold back consumer confidence

Flipkart: Gearing up vaccination and warehouse capacity to tackle Omicron threats

Google: Omicron delayed return-to-office plans; hybrid working model to stay

Global industrial sector forecast to recover in 2022

Slower consumer spending on goods to ease the strain on supply chains

Recovering production output to ease supply chain woes, but risks remain

Key risks for the global supply chains in 2022

Transportation problems to ease, but continue to put pressure on supply chains

Added shipping capacity and improved logistics solutions to ease transportation issues

Maersk intensifies the shift to hub-and-spoke model

China's zero-COVID policy could add to supply chain problems in 2022

Omicron could temporarily increase worker shortages

Excess stockpiling could delay full recovery of the supply chains

Inflation remains high in 2022

Some price pressures to moderate, but upside risks remain significant

Inflation outlook for selected major economies

Inflation will affect spending power and consumer behaviour

Companies are adjusting business strategies amid rising input costs and inflation

Target: Keeping prices low in a bid for customer loyalty

Procter & Gamble: Size and premiumisation helped lessen the impact of price increases

Daikin: Fostering innovation to cope with soaring raw material prices

KEY TAKEAWAYS

Top risks for business in 2022 in brief

What business should focus on

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/top-business-risks-in-2022-omicron-supply-chain-and-inflation/report.