



Euromonitor  
International

# Global Risks 2024 and Beyond

July 2024

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## EXECUTIVE SUMMARY

Why read this report?

Key findings

## INTRODUCTION

Evolving global risks shape a new economic reality for businesses and consumers

Growing uncertainty calls for scenario and risk analysis

## GLOBAL BASELINE OUTLOOK

Global baseline forecasts: Economic prospects improve but a deceleration is underway

Economic uncertainty rises due to a range of economic, geopolitical and climate factors

The global economy is facing a widening range of alternative outcomes

## TOP GLOBAL RISKS

Global scenario map: Prevailing downside risks driven by geopolitical and economic factors

Global Risk Index (GRI): Identifying top downside risks for the global economy 2024-2026

Global Fragmentation: Policy-induced decoupling would weaken global growth

Commodity Price Hike: Geopolitical tensions pose a persistent risk to commodity prices

Global Stagflation: Diverse economic and political challenges can lead to global stagflation

China Slowdown: A risk for economies with significant exposure to China

Europe Downturn: Europe's fragile recovery poses a risk to major exporters to the region

## COUNTRY VULNERABILITY

Country Risk Index measures the vulnerability of 62 countries to adverse macro shocks

Lower risk countries: Australia, Norway and Sweden top the chart

Average risk countries: Largest emerging markets are moderately vulnerable to shocks

Higher risk countries: Ukraine, Greece, Argentina and Croatia are most vulnerable

## CONCLUSION

Navigating risks in today's new economic reality

Evolution of global risks

Questions we are asking

## APPENDIX

Macro Model baseline and alternative scenarios

Macro Model alternative scenarios (cont'd)

Index methodology and technical definitions

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

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