



**Euromonitor  
International**

# Top Five Trends in Business Dynamics

March 2025

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Our expert's view of business dynamics in 2025

Key findings

## INTRODUCTION

Global businesses to see significant shifts in labour, manufacturing and technology

Top five trends in business dynamics

Top five trends in business dynamics uncovered

## NEW WAVE OF PROTECTIONIST POLICIES

New US tariff policy to deepen business complexity and hasten production relocation

Mexico automotive production hub threatened by uncertainty regarding tariffs

Newell moves production from China amid tariff concerns

Strategic relocation and automation are key to building resilient production networks

## SHIFTING LABOUR MARKETS

Global labour challenges hit high-tech and labour-intensive industries the hardest

TSMC faces delays in US plant construction due to labour shortages

Arla seeks government support to navigate UK's reduced labour market post-Brexit

New strategies and efficiency growth are needed to adapt to labour shifts

## INNOVATION INVESTMENTS

Global R&D investments see strong growth, driven by US and China

France and UAE invest in 1-gigawatt AI data centre

Meta invests in its connectivity infrastructure

Strategic R&D spending gains momentum in the era of AI and automation

## EMERGING MARKETS' COMPETITIVE LEAP

Asia Pacific remains global investment hub, driven by FDI growth in Southeast Asia

Apple expands manufacturing in India

BYD outsources production to Indonesia

Southeast Asia offers opportunities for market expansion and relocation

## TECH REVOLUTION

AI and automation drive cost-effective changes in manufacturing and logistics

Amazon chooses DeepSeek to offer cost-effective AI advancements

BMW deploys humanoid robots for routine tasks in their US factory

AI and automation enhance productivity, cost efficiency and operational resilience

## CONCLUSION

Future implications

Opportunities for growth

## About Euromonitor International

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- **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.
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