



**Euromonitor
International**

BRICS Expansion: Implications and Market Opportunities

March 2025

EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

BRICS+ expansion is driving a shift towards a multipolar global economy

Economic, political and demographic importance of BRICS+ to continue growing

Rising economic importance of BRICS+ enhances investment opportunities

BURGEONING CONSUMER MARKET

Growing and youthful demographics offer growing consumer base and workforce

Economic growth spurs middle class expansion, yet large disparities persist

BRICS+ consumer market to nearly double by 2040, shifting global consumer power

Growing potential for discretionary spending, yet price sensitivity drives focus on value

Brazil's JBS to invest in meat-processing plants in BRICS+ partner Nigeria

GROWING TRADE AND SUPPLY CHAIN OPPORTUNITIES

Surging BRICS+ bilateral trade drives deeper integration and enables trade diversification

Members focus on partnerships and investments to leverage intra-bloc cooperation

BRICS+ commodity dominance calls for diversified trade and investment strategies

BRICS+ expansion presents significant opportunities for cross-border investment

Geely to open a plant in Egypt with plans to expand regional exports

China's GEM and Brazil's Vale join forces to build a nickel processing plant in Indonesia

RISKS AND CHALLENGES

Global geopolitical tensions and restrictive policies cloud BRICS+ economies' outlook

BRICS+ exposure to Western economies remains strong despite slowing trade flows

Macroeconomic risks and structural challenges call for proactive business strategies

Chinese Vanward diversifies production to Egypt to mitigate geopolitical challenges

CONCLUSION

Recommendations

Evolution of BRICS+ expansion

Questions we are asking

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