Global Chemicals: Key industry trends and opportunities
webcast highlights

During our first roundtable global chemicals webcast, Paul Harnick, KPMG in the UK, Mike Shannon, KPMG in the US and Norbert Meyring, KPMG China discussed the key challenges and opportunities for global chemical companies in today’s dynamic and increasingly complex world.

Throughout the webcast, participants provided their feedback on key industry issues with the results shown below:

Over the next 3 years, as a location for investment (both capital and M&A) within my organization, China is likely to be ranked as:

Number of respondents = 62*

*Source: Global Chemicals: Key industry trends and opportunities, Global Chemicals Institute webcast, KPMG International
The segments my company serves in China are currently characterized by:

- High growth (both revenue and profitability): 46%
- Declining growth rates (both revenue and profitability): 14%
- No growth: 10%
- Overcapacity with significantly declining margins: 10%
- None of the above: 10%

Number of respondents = 65*

*Source: Global Chemicals: Key industry trends and opportunities, Global Chemicals Institute webcast, KPMG International

The biggest impact on my business in the US over the next 3 years is likely to result from:

- Movements in oil price: 38%
- Overcapacity: 16%
- President Trump’s policies (positive effect): 20%
- President Trump’s policies (negative effect): 11%
- Global geopolitical uncertainty: 15%

Number of respondents = 61*

*Source: Global Chemicals: Key industry trends and opportunities, Global Chemicals Institute webcast, KPMG International

The impact of Brexit on my business is likely to be:

- Massively positive: 13%
- Somewhat positive: 34%
- Neutral: 52%
- Somewhat negative: 0%
- Massively negative: 1%

Number of respondents = 56*

*Source: Global Chemicals: Key industry trends and opportunities, Global Chemicals Institute webcast, KPMG International

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Outside of China, the biggest emerging market opportunity in the chemical industry is in:

**Note: Percentages might not add up to 100% due to rounding.**

- Brazil: 37%
- Indonesia: 15%
- Vietnam: 10%
- India: 10%
- Malaysia: 10%
- Saudi Arabia: 3%
- Somewhere else: 12%

Number of respondents = 52*

*Source: Global Chemicals: Key industry trends and opportunities, Global Chemicals Institute webcast, KPMG International

How likely is your company to deploy M&A as the principal means of growing the business over the next 3 years?

**Note: Percentages might not add up to 100% due to rounding.**

- Highly likely: 29%
- Somewhat likely: 27%
- Neither likely or unlikely: 20%
- Somewhat unlikely: 14%
- Highly unlikely: 10%

Number of respondents = 49*

*Source: Global Chemicals: Key industry trends and opportunities, Global Chemicals Institute webcast, KPMG International
Contacts

Paul Harnick  
Global Head of Chemicals & Performance Technologies  
KPMG in the UK  
T: +44 20 76948532

Mike Shannon  
Americas Head of Chemicals & Performance Technologies  
KPMG in the US  
T: +1 973 912 6312

Norbert Meyring  
Asia Pacific Head of Chemicals & Performance Technologies  
KPMG China  
T: +86 2 1221 22707

KPMG Global Chemicals Institute

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