

Annual Business Report - Summary

In 2024, the sales trends showed significant improvement in North America, particularly in the USA and Canada. India maintained consistent performance throughout the year with strong contributions from the tech and manufacturing sectors.

Germany and the UK showed steady sales but faced fluctuations due to economic factors. South America, represented here by Brazil, showed potential for growth but was limited by logistics and trade barriers.

Key Highlights:

- USA leads in total sales.
- Asia is the fastest-growing region.
- Europe remains stable but less dynamic.

This report provides an overview based on quarterly performance data and market trends from our global teams.