**Travel and Tourism**

Market size - **$631 billion** in 2021.

Rise in the number of **online travel intermediaries** with the number of **internet users**

**Demand for convenience** among travelers. So travel intermediaries boosted

**Down by 43% during pandemic**, but has seen sharp rise post Covid-19.

Key travel destinations (globally) : Machu Picchu, Galapagos Islands, Cusco City, Dubai, Thailand, Vietnam, Hong Kong, France, Italy, Istanbul, and Easter Island.

Contribution to GDP: approximately 10.4% of the world's GDP

Major problems:

Travel Restrictions and Visa Issues

Safety and Security Concerns

Environmental Impact

Overtourism

Infrastructure and Accessibility

Rising Costs

**Vacation Rentals**

Market Value : USD 74.64 billion in 2021

CAGR of 5.3% from 2022 to 2030.

**200,000 million global tourists** are millennials and they spend around **USD 180 billion** on travel every year.

Prior to the pandemic, the vacation rental market was experiencing significant growth globally.

Many travelers have shown a growing interest in vacation rentals over traditional hotel accommodations.

Major problems:

Regulatory Challenges

Quality Control and Standardization

Guest Safety and Security

Property Management and Maintenance

Trust and Fraud Concerns

Neighborhood and Community Impact

**More space, privacy, and the opportunity to experience local communities and cultures**

Major Players:

* Airbnb Inc. (75.43 B USD)
* Booking Holdings Inc.
* Expedia Group Inc.
* Hotelplan Holding AG
* MakeMyTrip Pvt. Ltd.
* NOVASOL AS
* Oravel Stays Pvt. Ltd.
* TripAdvisor Inc.
* Wyndham Destinations Inc.

**CPG**

Major Verticals:

* Food and Beverage
* Personal Care and Beauty
* Household Products
* Health and Wellness
* Baby and Childcare

**Food and Beverage**

1. Global Market Size: Approximately **$8.7 trillion** in 2022
2. CAGR **3.5%**
3. Leading Categories: Dairy products, bakery products, snacks, carbonated soft drinks, packaged foods, and alcoholic beverages.

Many consumers have shifted to **online grocery shopping** and ordering food and beverages online.

**North America, Europe, and the Asia-Pacific** region are significant markets.

The **Asia-Pacific** region has been experiencing significant growth due to factors such as **population growth, rising disposable incomes, and changing consumer preferences.**

**Major Brands:**

CocaCola (**261.5B USD**)

PepsiCO

Nestle

McDonald’s

Unilever

Key Factors for Growth:

* Increasing population and urbanization
* Growing consumer preference for healthier and natural products.
* Rapid expansion of e-commerce and online food delivery services.

Major Problems:

* Stringent regulations related to food safety and labeling.
* Intense competition and price pressures in saturated markets.
* Shifting consumer preferences and demand for sustainable practices.
* Supply chain disruptions and fluctuations in commodity prices.
* Health concerns associated with certain ingredients and additives.

**Personal Care and Beauty**

Market value : USD 482.8 billion in 2021

(CAGR) of 7.7% from 2022 to 2030

Driving factor : **Rising consciousness of consumers about their appearance.**

**The organic segment to witness strong growth in the market.**

Men's grooming products have gained traction in recent years

**Beard care, shaving products, skincare, and hair care**

The skincare segment accounted for 33.8% of the beauty and personal care products market in 2021.

Major Brands:

* L'Oréal ($231.43B)
* Procter & Gamble (P&G)
* Unilever
* Estée Lauder
* Johnson & Johnson

Key Factors for Growth:

* Increasing consumer focus on self-care and wellness.
* Growing demand for natural and organic beauty products.
* Expansion of e-commerce and digital marketing channels.

Major Problems:

* Stringent regulatory requirements for product safety and labeling.
* Intense competition among brands for market share.
* Shifting consumer preferences and demand for sustainable and cruelty-free products.
* Increasing concerns over the use of certain chemicals

**Household Products**

Market Value : USD 33.8 billion in 2021

CAGR: 4.9% from 2022 to 2028.

Credited to the **increasing awareness regarding hygiene among consumers.**

Growing focus on **sustainability and eco-friendly practices** in the household products industry.

Significant **shift towards e-commerce and online retailing**

**Innovative packaging, brand development, and promotion** are projected to boost the sales.

Key Players:

* Procter & Gamble ($345.44B)
* Unilever
* Henkel AG & Co. KGaA (Pril)
* Reckitt Benckiser Group PLC (Finish)
* Colgate-Palmolive Company
* Kao Corporation
* The Clorox Company

Key Factors for Growth:

* Increasing urbanization and the rise of dual-income households.
* Growing awareness of hygiene and cleanliness.
* Shift towards eco-friendly and sustainable products.

Major Problems:

* Intense competition among brands and private label products.
* Evolving consumer preferences and demand for natural and non-toxic alternatives.
* Regulatory compliance and product safety standards.
* Environmental concerns related to packaging and waste management.

**Health and Wellness**

Market Value : Approximately $4.5 trillion in 2019

CAGR: 6-8%

Key Factors for Growth:

* Increasing focus on preventive healthcare and well-being.
* Growing awareness of the importance of a healthy lifestyle.
* Rising demand for natural, organic, and functional products.

Major Brands:

* Johnson & Johnson ($415.82B)
* Nestlé
* GSK (GlaxoSmithKline)
* Danone
* Herbalife

Major Problems:

* Stringent regulations and compliance requirements.
* Intense competition
* Counterfeit and substandard products affecting consumer trust.

The fitness and exercise segment covers various aspects, including **fitness centers, gyms, personal training, fitness equipment, and digital fitness platforms**.

Promoting health and well-being. This includes **spa retreats, wellness resorts, meditation retreats, and wellness-focused vacations**.

**Baby and Childcare**

Market Value : $87 billion in 2020

CAGR: 4-6%.

Key Factors for Growth:

* Growing population and birth rates.
* Increasing focus on child safety and well-being.
* Demand for organic and natural baby products.
* Expansion of e-commerce and online retail channels.

Major Brands:

* Procter & Gamble ($345.44B)
* Johnson & Johnson
* Kimberly-Clark
* Nestlé
* Abbott Laboratories

Major Problems:

* Strict regulations for product safety and labeling.
* Intense competition and price pressures.
* Concerns over harmful chemicals in baby products.

The demand for baby food products, including **purees, snacks, and cereals**.

**Diapers and baby care products, such as baby wipes, lotions, and powders**, are essential components of the baby and childcare industry.

**Baby gear and accessories include strollers, car seats, high chairs, cribs, baby monitors** .

Advancements in **product design, safety standards, and parental preferences.**

**Healthcare**

Key verticals:

1. Hospitals and Clinics
2. Pharmaceuticals
3. Healthcare IT and Software

**Hospitals and Clinics**

Market Value : $3 trillion in 2020

In recent years, there has been a trend of **mergers and acquisitions in the hospital industry**, with larger healthcare systems acquiring smaller hospitals and clinics.

**Pharmaceuticals**

Market value **:** $1.4 trillion in 2020

Developed markets such as the **United States, Europe, and Japan**

Emerging markets like **China, India, and Brazil**

Categories divided into : Prescription Drugs and Generic Drugs.

Key Factors for Growth:

* Increasing prevalence of chronic diseases and aging population.
* Technological advancements in drug development and biotechnology.
* Growing demand for personalized medicine and targeted therapies.
* Rising investments in research and development.

Major Brands:

* Pfizer ($220B)
* Novartis
* Roche
* Johnson & Johnson
* Merck & Co.

Major Problems:

* Strict regulatory requirements and lengthy approval processes.
* Rising costs of research, development, and clinical trials.
* Intellectual property rights and patent expiration challenges.

**Healthcare IT and Software**

Market Value : $250 billion in 2020

Experienced significant growth through **virtual consultations, remote patient monitoring, and digital health platforms.**

Key Factors for Growth:

* Growing demand for interoperability and data exchange solutions.
* Emphasis on telemedicine and remote patient monitoring.
* Advancements in artificial intelligence (AI) and analytics.

Major Brands:

* Epic Systems Corporation (6B USD)
* Cerner Corporation
* Allscripts Healthcare Solutions
* McKesson Corporation
* Philips Healthcare

Major Problems:

* Data security and privacy concerns.
* Integration challenges with legacy systems.
* Lack of standardization in healthcare data formats.

**Insurance**

Major Verticals:

* Life Insurance
* Health Insurance
* Auto Insurance
* Travel Insurance

**Life Insurance**

**Market Value :** $2.5 trillion in 2020.

**North America, Europe, and Asia Pacific** have **significant shares** of the market

**Emerging markets** such as **China and India** .

**Insurance premiums recorded a growth rate of around 2.9% in 2019.**

Target customer segments may vary based on **age, income level, and life stage.**

Factors for Growth:

* Increasing awareness and need for financial protection and risk mitigation.
* Growing middle class and disposable incomes in emerging markets.

Major Brands:

* Prudential Financial ($30.86 billion)
* MetLife
* AXA
* AIG (American International Group)
* Manulife Financial

Major Problems:

* Rising competition and price pressures.
* Persistency challenges with policy lapses and surrender rates.
* Complexity in product offerings and consumer understanding.

**Health Insurance**

Market Value : $1.5 trillion in 2020.

**North America, Europe, and Asia Pacific** account for significant shares

**Emerging markets in Asia, such as China and India**

Insurers are **leveraging technology for online enrollment, claims processing, customer service, and data analytics** to improve efficiency and enhance customer experience.

Key Factors for Growth:

* Rising healthcare costs and increasing demand for affordable coverage.
* Growing awareness and importance of health and wellness.
* Emergence of new markets and demographics with healthcare needs.

Major Brands:

* UnitedHealth Group ($459.58B)
* Anthem Inc.
* Aetna (part of CVS Health)
* Bupa
* Cigna Corporation

Major Problems:

* Balancing premium affordability with adequate coverage.
* Managing healthcare inflation and rising medical expenses.
* Fraudulent claims and abuse of insurance policies.

**Auto Insurance**

Market Value : $800 billion in 2020.

**Developed markets** like **North America, Europe, and Asia Pacific**

Insurance premiums are determined by various factors, including the insured **driver's age, driving record, vehicle type, geographic location, and claims history.**

Key Factors for Growth:

* Increasing vehicle ownership and demand for insurance coverage.
* Technological advancements in claims processing and risk assessment.
* Expansion into emerging markets with growing middle class.

Major Brands:

* State Farm ( $89.3 billion)
* GEICO
* Progressive
* Allstate
* Zurich Insurance Group

Major Problems:

* Fraudulent claims and staged accidents.
* Risks associated with distracted driving and road accidents.
* Managing claims processing and settlement efficiency.
* Adapting to new risks posed by autonomous vehicles.

**Travel Insurance**

Market Value : $18 billion in 2020.

**North America, Europe, and Asia Pacific** have significant shares.

Premiums for travel insurance include **traveler's age, destination, trip duration, coverage limits, and the level of risk associated with the trip.**

Key Factors for Growth:

* Increasing travel and tourism activities.
* Growing awareness of travel risks and the need for financial protection.
* Expansion of international travel and cross-border healthcare.

Major Brands:

* Allianz Global Assistance ($89.98B)
* AXA
* Travelers Insurance
* Berkshire Hathaway Specialty Insurance
* AIG (American International Group)

Major Problems:

* Balancing coverage comprehensiveness with affordability.
* Fraudulent claims and misrepresentation of travel incidents.
* Addressing specific risks, such as medical emergencies and trip cancellations.
* Providing support and assistance services for travelers in need.

**Banking**

Major Verticals:

* Retail banking
* Commercial banking
* Investment banking

**Retail banking**

Market Value : **USD 1,840.77 billion in 2022**

CAGR of 5.6% from 2023 to 2030.

Key Factors for Growth:

* Increasing customer demand for convenient banking services.
* Technological advancements in digital banking and mobile applications.
* Expansion into emerging markets with a growing middle class.

Major Brands:

* JPMorgan Chase ($412.07B)
* Bank of America
* Wells Fargo
* Citigroup
* HSBC

Major Problems:

* Balancing regulatory compliance with innovation and profitability.
* Data security and privacy concerns.
* Addressing changing customer preferences and expectations.
* Rising competition from fintech startups and digital disruptors.
* Managing operational costs and legacy system challenges.

**Commercial Banking**

Market Value : $3.5 trillion in 2020.

This includes **business loans, lines of credit, cash management solutions, trade finance, treasury services, foreign exchange, merchant services, and corporate finance advisory.**

Key Factors for Growth:

* Economic growth and increasing business activities.
* Expansion of international trade and cross-border transactions.
* Technological advancements in digital banking and payment solutions.

Major Brands:

* JPMorgan Chase ($412.07B)
* Bank of America
* Citigroup
* HSBC
* Industrial and Commercial Bank of China (ICBC)

Major Problems:

* Managing credit risk and loan portfolio quality.
* Cybersecurity threats and data breaches.
* Rising competition from non-bank financial institutions.

**Investment Banking**

Market Value : 153.49B USD to 166.2B USD in 2023

CAGR of 8.6%.

Investment banking involves providing a **range of financial services to corporations, governments, and institutional clients.**

This includes **capital raising, mergers and acquisitions (M&A) advisory, underwriting, securities trading, asset management, and other investment-related activities.**

Key Factors for Growth:

* Growth of emerging markets and cross-border investment opportunities.
* Technological advancements in trading platforms and data analytics.

Major Brands:

* Goldman Sachs ( $111.71B)
* JPMorgan Chase
* Morgan Stanley
* Bank of America Merrill Lynch
* Citigroup

Major Problems:

* Cybersecurity threats and data breaches.
* Competition from boutique investment banks and alternative financing sources.
* Reputation and legal risks associated with conflicts of interest.

**Aviation**

Market Value : $838 billion in 2019.

In **2019**, global passenger numbers reached **4.5 billion**.

CAGR value of **25.5%** from 2022 to 2027.

Low-cost carriers (LCCs) have been a significant driver of growth in the aviation industry.

Key Factors for Growth:

* Increasing air travel demand driven by population growth and rising middle class.
* Expansion of low-cost carriers and budget airlines.
* Technological advancements in aircraft manufacturing and fuel efficiency.
* Focus on sustainable aviation and reducing carbon emissions.

Major Brands:

* Boeing ($130.73B)
* Airbus
* Delta Air Lines
* United Airlines
* Emirates

Major Problems:

* Fluctuating fuel prices and operational costs.
* Intense competition and pricing pressures.
* Regulatory compliance and safety concerns.
* Environmental impact and sustainability challenges.

**Manufacturing Industry**

Market Value : **$ 726.3 Billion (2022)**

Key Factors for Growth:

* Increasing demand for manufactured goods, driven by population growth and urbanization.
* Technological advancements in automation, robotics, and artificial intelligence.
* Expansion into emerging markets with growing consumer bases.
* Focus on sustainability and circular economy practices.
* Government initiatives promoting manufacturing sector growth.

Major Brands:

* Toyota ($201.63 B USD)
* Volkswagen
* Samsung
* General Electric
* Apple

Major Problems:

* Supply chain disruptions and logistics challenges.
* Cost management and price pressures.
* Skilled labor shortages and talent retention.
* Compliance with changing regulations and standards.
* Adaptation to digital transformation and Industry 4.0 technologies.

**Tech Industry**

Market size: $4.8 trillion in 2020.

The global **AI market size was valued at around $62 billion in 2020.**

The global **cybersecurity market size was estimated to be around $173 billion in 2020**

Key Factors for Growth:

* Increasing adoption of digital technologies across sectors.
* Technological advancements in artificial intelligence, cloud computing, and internet of things (IoT).
* Growing demand for mobile devices, software solutions, and digital services.
* Focus on innovation and research and development (R&D).
* Expansion into emerging markets with increasing connectivity.

Major Brands:

* Apple ($2.5 trillion)
* Microsoft
* Amazon
* Alphabet (Google)
* Samsung

Major Problems:

* Data privacy and cybersecurity concerns.
* Talent shortage in emerging tech fields.
* Regulatory challenges and compliance requirements.
* Intellectual property protection and patent disputes.
* Balancing innovation with ethical considerations.