WHY CEOs HAVE AN OPTIMISTIC 3 YEAR OUTLOOK

Despite soaring competitive pressures
Prospects for global growth are strong.

ASPAC and European CEOs are more confident in the global economy and the growth outlook of their businesses than last year.
Prospects for global growth are strong

And with the US recovery well underway they are pursuing **aggressive growth, acquisitions and geographic expansion** outside of US

46 percent of US CEOs expressed **the same level of confidence** about their prospects for growth as last year
THERE’S A FEELING OF CONFIDENCE IN THE AIR

Expect headcount to increase 78%
THERE’S A FEELING OF CONFIDENCE IN THE AIR

Indicate positive growth prospects for the global economy

62%
THERE'S A FEELING OF CONFIDENCE IN THE AIR

54%

Believe in their companies' ability to grow
Yet despite this largely positive global outlook, CEOs are also grappling with escalating competitive pressure.
Concerns about decreasing customer loyalty 86%
Concerns about new entrants disrupting their business model: 74%
Concerns about keeping pace with new technologies
Concerns about

their competitors’ ability to take away business from their organization

68%
Concerns about the relevance of their products and services 3 years from now.
49%

Say their business needs to improve the way it manages D&A
Say their business needs to do more to prepare for a cyber security event
Say their organization is likely to be transformed into a significantly different entity in 3 years.
However, most do not have a fully developed or implemented process for innovation.
Are not taking a risk with their global growth strategy

30%
IN SUMMARY

Sunny skies ahead for CEOs who recognize that potential disruptors are a source of opportunity for the future.
Findings based on a study of more than 1,200 CEOs, representing a majority of global businesses worth up to US$10bn and reflecting a 3 year outlook
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