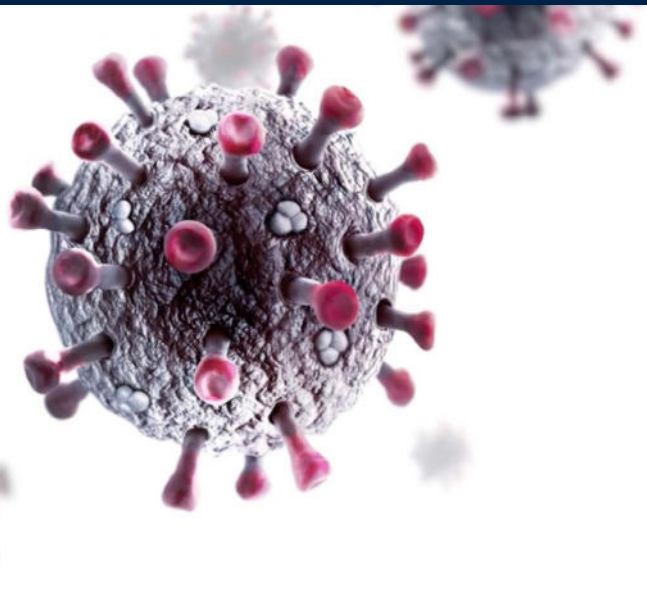


MEGATRENDS

THE IMPACT OF COVID-19

PGIM's perspectives on what trends have accelerated or decelerated due to the COVID-19 pandemic

ACCELERATED TRENDS



TECHNOLOGY DISRUPTION

HEALTHCARE GOING VIRTUAL

Global lockdowns during COVID accelerated adoption of virtualized healthcare apps and regimes.



TECHNOLOGY DISRUPTION

NEED FOR TECH INFRASTRUCTURE

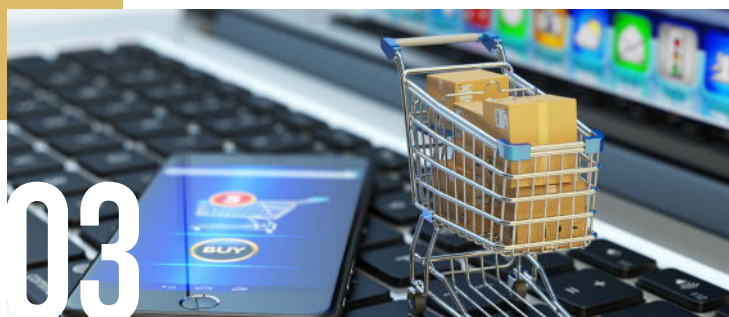
As online professional and personal lives expanded during COVID, the need for tech infrastructure – such as cloud computing, data centers and fiberoptic networks – escalated.



TECHNOLOGY DISRUPTION

GROWING E-COMMERCE

With the boom in online shopping during the pandemic, there is a growing need for warehouses and distribution centers – especially in regions where e-commerce had not yet been widely adopted.





EVOLVING BUSINESS MODELS

FIRMS GOING WEIGHTLESS

With a wide range of businesses going virtual for the first time during the pandemic, adoption of remote working tools and platforms expanded rapidly.

TECHNOLOGY DISRUPTION

BIOTECH AND GENETIC INNOVATIONS

The rapid creation of mRNA vaccines for COVID has sped up the development of vaccines for other ailments and diseases.



EMERGING MARKETS

LEAPFROGGING INTO THE DIGITAL AGE

Unencumbered by legacy systems, EMs were rapidly adopting virtual technology and online service platforms before COVID. The pandemic certainly accelerated this trend.



SEE DECELERATED TRENDS >

DECELERATED TRENDS



01

AGING POPULATION

COVID DAMPENS BABY BOOMERS' INTEREST IN CITY LIVING

The pandemic highlighted many of the disadvantages of living in highly urban population centers.

EMERGING MARKETS

ECONOMIC TURMOIL SLOWS GROWTH OF EM MIDDLE CLASS

Rising inflation, ongoing waves of infections and strict lockdowns have dragged on economic growth across EMs and slowed the rise of the middle class there.



02

EMERGING MARKETS

E-COMMERCE SURGE SLOWS BRICK & MORTAR EXPANSION

The surging adoption of e-commerce has considerably dampened the need for shopping malls as consumer behavior shifts online.



03

GLOBALIZATION

RETHINKING GLOBAL SUPPLY CHAINS

Rampant disruptions in production and shipments during and following COVID lockdowns caused many governments and firms to insist on more localized supply chains. In addition, companies working towards simplifying their supply chains are more resilient and responsible.



04

THE PURSUIT OF OUTPERFORMANCE

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