

# Market Matters Newsletter



Consumers

Financial services

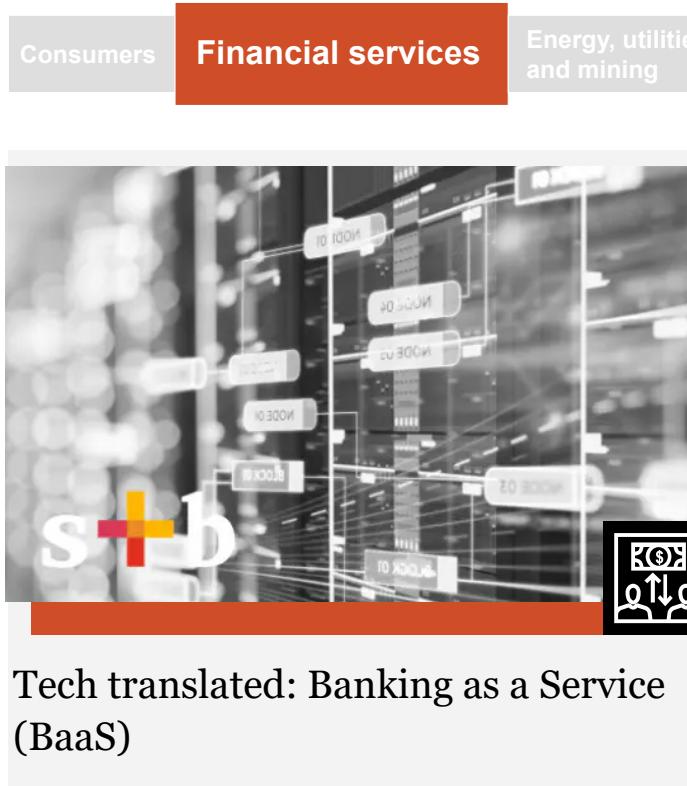
Energy, utilities and mining

Automotive

Business model reinvention

Generative AI

Sustainability



## Voice of the Consumer Survey 2024: Asia Pacific – Thailand Snapshot

30 August 2024

The survey of 1,000 Thai consumers indicates that rising prices, changes in economic growth, and cyber risks are among their top concerns. Notably, 69% expect to spend more on groceries, mirroring the trend in Asia Pacific, where 65% anticipate increased grocery spending.

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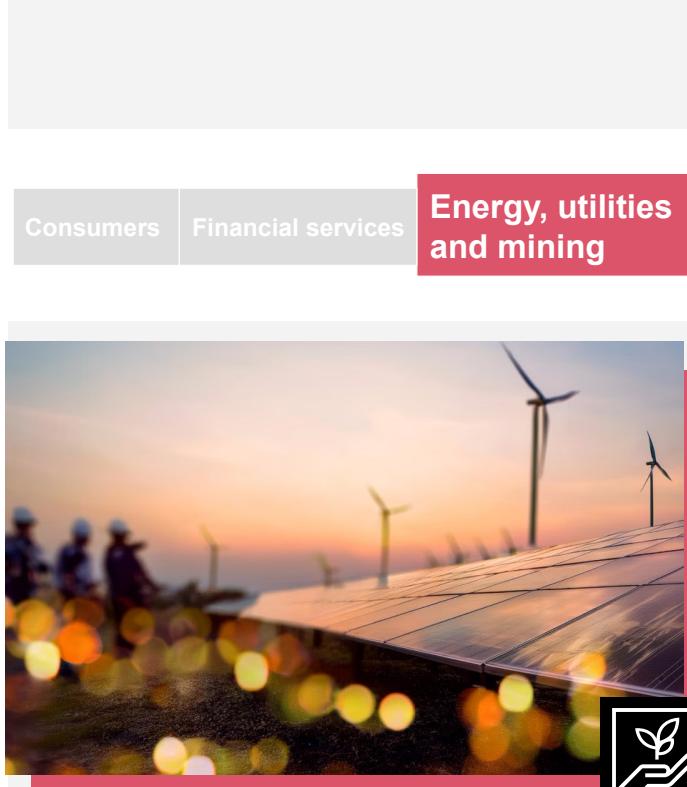
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## Tech translated: Banking as a Service (BaaS)

11 July 2024

What is Banking as a Service (BaaS), how does it address challenges for banks and what are the challenges of implementing BaaS? Discover how banks can prepare to implement BaaS and remain competitive in the evolving financial landscape in this insightful article.



A strategic guide for financial institutions on the brink of transformation to capture cloud potential

27 June 2024

A sector analysis reveals that 17% of financial institutions, including banks, insurers and asset and wealth management firms, are fully committed to cloud adoption and scaling it within their operations. This surpasses the 14% average across all sectors, positioning financial services companies as leaders in cloud adoption in the EMEA region.

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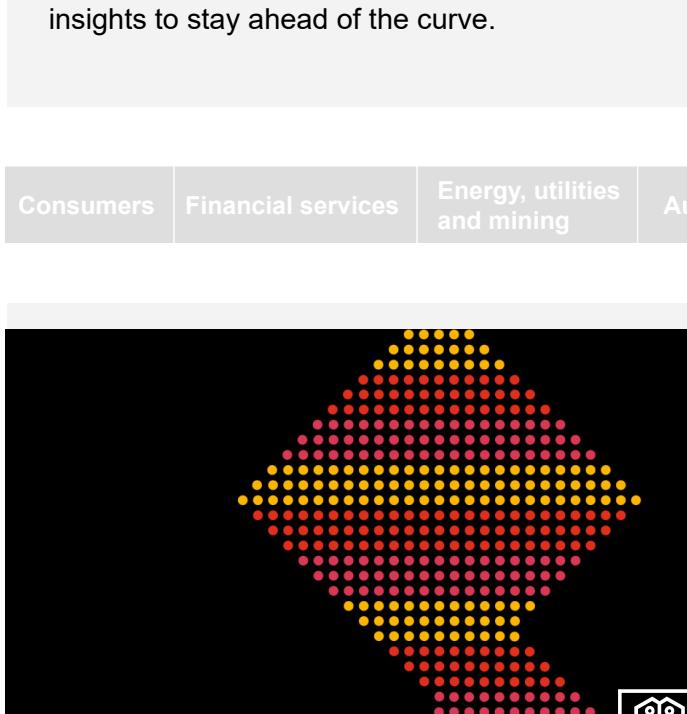
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## Generative AI for energy and utilities: five surprising facts

23 July 2024

Technology and operations leaders at energy and utility companies face immense pressures to cut costs, meet customer demands and drive digital transformation, all under strict regulatory scrutiny. Enter GenAI, the game-changing tool that promises to reinvent the energy industry.

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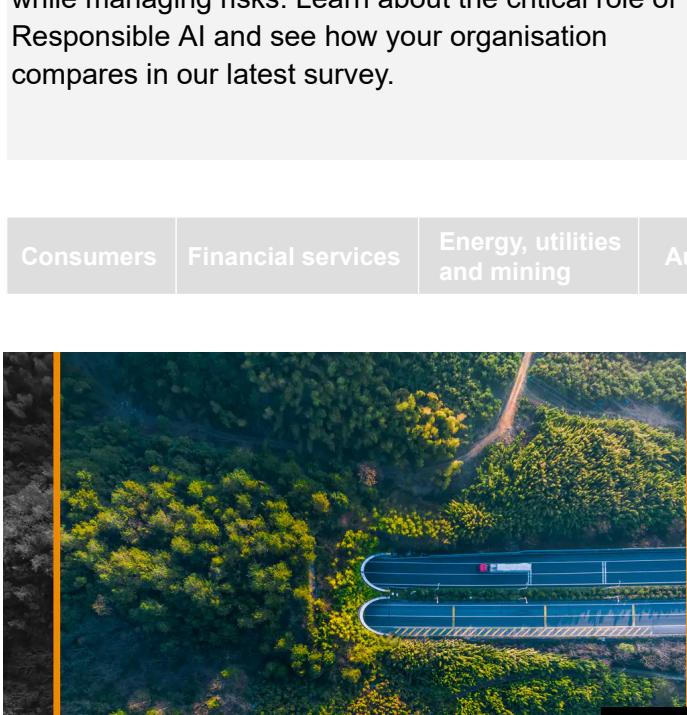
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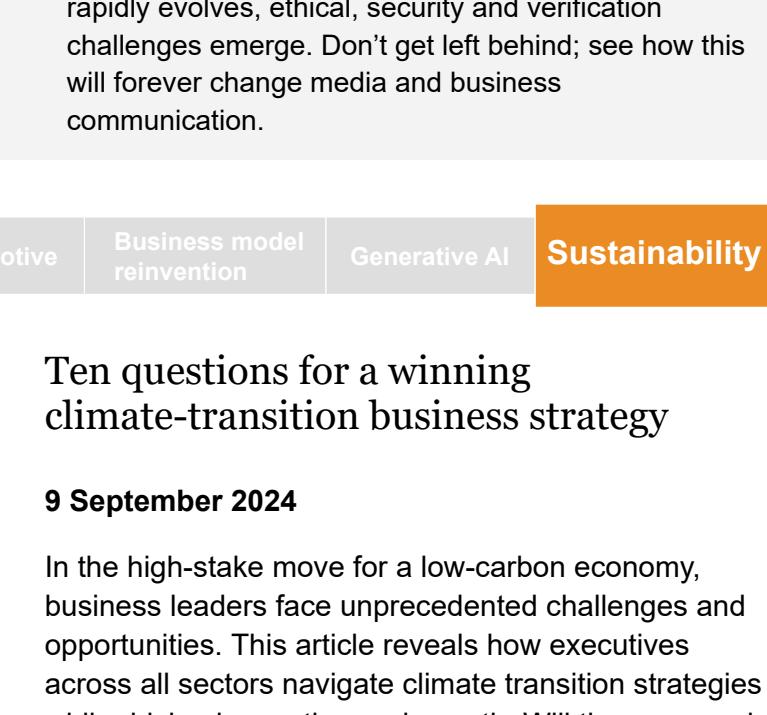
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## When is the right time to reinvent your business?

16 October 2024

PwC's Business Model Reinvention Pressure Index, based on 30 years of data across various sectors, highlights six key indicators that signal the perfect moment for change. Discover how to leverage these insights to stay ahead of the curve.



## eReadiness 2024

20 September 2024

Discover what drives consumer demand for electric vehicles (EVs) and which countries are leading the charge. The fifth edition of the eReadiness survey uncovers rising interest, soaring satisfaction among current EV owners and the emerging used EV market. But what barriers stand in the way?

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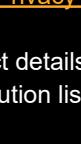
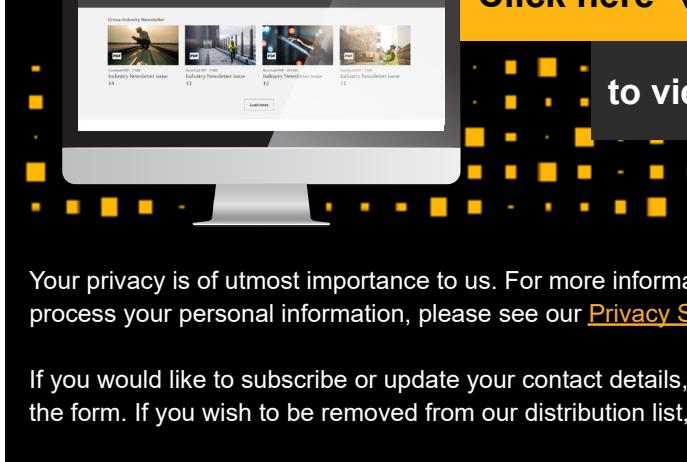
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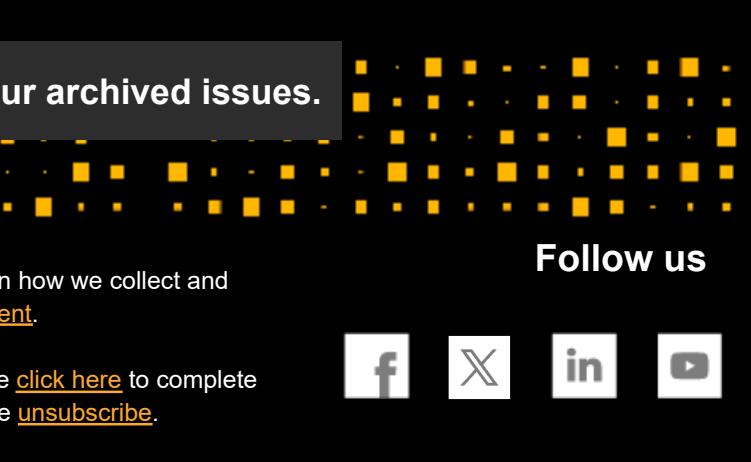
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## 2024 US Responsible AI Survey

15 August 2024

As AI becomes integral to business, companies slow to adopt may struggle to catch up. Discover how leaders are harnessing AI for productivity and transformation while managing risks. Learn about the critical role of Responsible AI and see how your organisation compares in our latest survey.



## Our new synthetic reality: What it means for media and business communication

1 October 2024

Step into the future with GenAI, where lifelike avatars revolutionise customer interactions. As this technology rapidly evolves, ethical, security and verification challenges emerge. Don't get left behind: see how this will forever change media and business communication.

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