

## Industry and market trends cambodia

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The convergence of globalization, technological advancements, and strategic policy reforms has paved the way for a promising industry outlook in Cambodia. This vibrant Southeast Asian nation is poised to leverage its economic potential through diversification and innovation, signaling a wave of opportunities for investors and businesses alike ...

The International Business Chamber (IBC) hosted its flagship bi-annual economic outlook, "Industry Views and Outlook 2024," gathering ten industry leaders to forecast Cambodia's economic trajectory over the next 12 months and beyond.

The world's most comprehensive market research on consumer products, commercial industries, demographics trends and consumer lifestyles in Cambodia. Refine by.

Cambodia has experienced rapid economic growth over the last two decades, with gross domestic product (GDP) growing around seven percent per year until the COVID-19 pandemic. After Cambodia reopened its economy in November 2021, GDP growth has steadily recovered, and the World Bank predicts Cambodia's GDP growth at 5.5 percent in 2023.

Expert analysis of opportunities and risks across emerging and frontier markets.

Agribusiness / Cambodia / Wed 22 May, 2024

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**Key View:** We believe that the small charging network, as well as the low-income consumer base, will restrict demand for passenger EVs over our 2023-2032 forecast period. However, due to the low base development of Cambodia's EV market, we expect very strong short-term passenger EV sales, although the overall EV volumes will remain low given the

Pharmaceuticals / Cambodia / Wed 28 Dec, 2022

Pharmaceuticals / Cambodia / Wed 07 Sep, 2022

**Key View:** As tourism recovers strongly in Cambodia and incomes of Cambodian consumers rise, food and non-alcoholic drinks spending will see strong growth. Growing urbanisation and real income growths will provide the groundworks for long term growth, as grocery retail formalisation takes hold. We highlight that food spending over the medium term

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