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Chemistry and the Economy: 2022 Outlook

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Helping you navigate the New Normal

The 2022 Outlook...and beyond
9 December 2021
Our consulting work focuses on the major paradigm shifts taking place in the global economy as a result of today’s ageing populations.

**DEMAND PATTERNS:** The lockdowns have broken down the inertia surrounding work and home-based routines. Travel, leisure, construction, real estate and other industries will likely see major change as a result.

**RESHORING SUPPLY CHAINS:** Global supply chains have proved very fragile during the pandemic. They have collapsed not only because of the uncoordinated nature of the lockdowns around the world, but also due to volatility in demand patterns.

**ENERGY ABUNDANCE:** Q2 2020 provided a taste of the world to come. The issue is that it now makes economic sense in some regions to ‘scrap and build’ – scrap older, fossil fuel-based infrastructure, and replace it with modern renewable-based power sources.

**CIRCULAR ECONOMY:** The need to reshore supply chains in a world of potential energy abundance suggests that moves towards a circular economy will accelerate. We need new business models to be created, covering the entire value chain from collection to resale.

**ADVANCED MANUFACTURING:** Many manufacturing operations still operate as they would have done 50 years ago. It makes no sense to reshore using centuries-old equipment when digital, continuous & biotech-enabled technology is safer, greener, faster and cheaper.

A number of major challenges currently exist

- Inventories seem to be all at sea
- Vaccine rollout is impressive, but not universal
- China is bursting its real estate bubble
- Oil/Natgas prices have spiked
Welcome to the New Normal

- What’s happening with the supply chain woes and inflation
- What will the world look like when things settle
- Will the move to recycling lead to a more localized model for the US chemical industry

Supply-chain bottlenecks give the impression of a US demand surge

- OPEC+, US shale, holding back supply
- Zero-Covid strategies reducing Asian output
- Covid shutdowns & lockdowns
- PPE needs mean containers/ships in the wrong place
- Ageing population = retirements
How have economic trends and supply chain issues negatively affected you this year? (choose all that apply):

- Delivery of a product you purchased was delayed or cancelled
- Paid more for essentials like food and gas
- A product you needed was out of stock
- Delayed or avoided an important purchase due to price increase
- I have not been negatively affected this year

* If your answer differs greatly from the choices above tell us in the chat!*

Prices have been rising as supply reduces

Oil prices are at levels which normally lead to recession

China’s PPI has led the inflation surge

Europe/US petchem prices have led
Welcome to the New Normal

- What’s happening with the supply chain woes and inflation
- What will the world look like when things settle
- Will the move to recycling lead to a more localized model for the US chemical industry

Watchfulness seems to be the key issue

- The last decade has seen debt-fuelled growth
- Geopolitical tensions are growing
- Ageing populations will see demand growth slow
- Net Zero creates paradigm shifts

A completely new generation has developed since 2050
The Baby Boomers are 50% of world population growth to 2050

Written content:

Welcome to the New Normal
High prices are causing demand destruction

'Top 7' auto market sales are down 13% versus 2019

China's real estate bubble is bursting

US sales down 23%, Inventories up 37%

What is your personal outlook for the economy in 2022?

- I think we're heading towards disaster (bleak)
- Things are bad but these problems are transitory and will improve eventually (somewhat hopeful)
- Things were bad but we're on the right path and will improve next year. (hopeful)
- Things are not as bad as people say, we are fine and will continue to be fine. (happy)

* If your answer differs greatly from the choices above tell us in the chat!
Welcome to the New Normal

- What’s happening with the supply chain woes and inflation
- What will the world look like when things settle
- Will the move to recycling lead to a more localized model for the US chemical industry

Flexibility and Resilience have become critical success factors

“The transformation period is a wonderful opportunity to reset the clock and start a new race”

Stellantis CEO, Carlos Tavares, July 2021

The End of the Oil Age

The International Energy Agency has reported that “Net Zero means a huge decline in the use of fossil fuels. They fall from ~80% of total energy supply today to ~20% by 2050.”

Plastics Recycling

A new Nova Institute report for Unilever notes: “Contrary to energy, it is not possible to decarbonise chemicals and products. The renewable carbon family is the only pathway to a sustainable future.”

Nova expect recycling to account for 55% of plastics production by 2050, with 25% bio and 20% CO2-based

This paradigm shift creates the opportunity for the "Biggest transformation of the chemical sector since the industrial revolution."

The EU is leading the way in the move to use recycled plastic

**CIRCULAR ECONOMY**

FOR PACKAGING

FACING THE NEW CIRCULAR REALITY

BY 2030

100% of plastic packaging to be reusable, easily recyclable, or compostable

BY 2030

55% of plastic packaging to be effectively recycled

BY 2030

30% average recycled content across all plastic beverage bottles

Eliminate problematic or unnecessary single-use plastics

EV sales are accelerating up the S-Curve, and will close refineries
Major paradigm shifts are reshaping the business world

Demand Patterns

The lockdowns have broken down the inertia surrounding work and home-based routines. Travel, leisure, construction, real estate and other industries are already seeing major change.

Advanced Manufacturing

Many manufacturing operations still operate as they would have done 500 years ago, or even 50 years ago. A visitor from then, would feel at home if they visited many sites today.

Restoring Supply Chains

Global supply chains have collapsed because of the uncoordinated nature of the lockdowns around the world, and the rising volatility in demand patterns.

Energy Abundance

It already makes economic sense in some regions to ‘scrap and build’ – to scrap older, fossil fuel-based infrastructure, and replace it with modern renewable-based power sources.

Circular Economy

The need to reshore supply chains in a world of potential energy abundance suggests that moves towards a circular economy will accelerate.

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