

Navigator: Now, next and how for business

Our 2020 Navigator survey shows that COVID-19 has hit some businesses harder than others.

These differences are evident in businesses' plans for the future.

Higher-growth companies are innovating.

While lower-growth companies are cutting costs.

But despite this two-speed recovery, most companies plan to invest for growth.

67% of companies are looking to increase investment over the next year.

Businesses are responding in other unexpected ways.

They're evolving their mindset
not transforming their operations.

They're entering new trade markets
not leaving old ones.

They're reshaping their supply chains
not reducing them.

They're recognising that sustainability is good for business
not just for the planet.

Through these changes, most businesses expect to return to pre-COVID profitability
this year or next

Is yours rebuilding beyond 2020?

Navigator 2020
Real insights for real businesses

HSBC
Together we thrive