

**BCG**

# CEO Data Point

Data visualizations for the top of The CEO Agenda



A monthly series built on BCG's  
market intelligence and research

## Visualizations

- 01 AI's Energy Impact ..... [→ page 2](#)
- 02 Global Consumer Sentiment Survey ..... [→ page 3](#)
- 03 Scope 3 Emissions ..... [→ page 5](#)
- 04 M&A's Road to Recovery ..... [→ page 7](#)
- 05 Europe's Transformation Imperative ..... [→ page 8](#)
- 06 The Evolving AI Conversation ..... [→ page 10](#)

01

# AI's Energy Impact

As the AI conversation continues, North American companies are increasingly discussing energy concerns on earnings calls. With U.S. data center power demand projected to more than double by 2030, the energy needed for AI is coming into focus. (Published in October 2024)

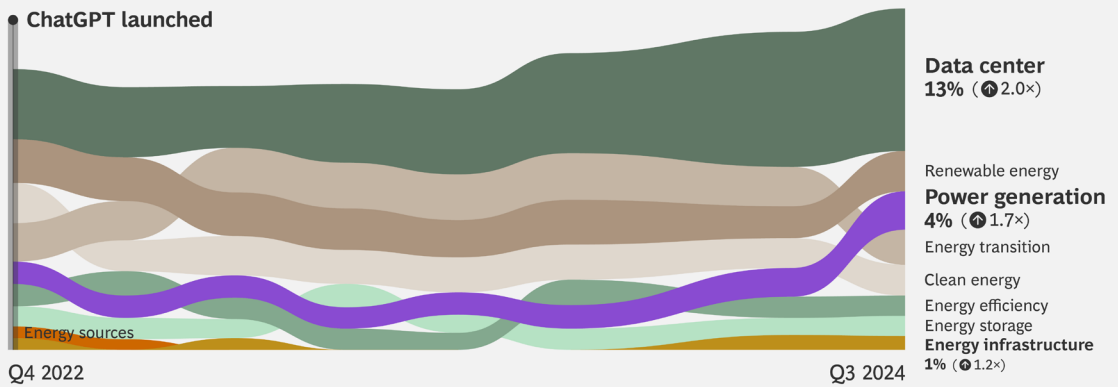
1-a

CEO DATA POINT

## Trending with the AI Conversation: Powering Data Centers

Energy topics mentioned on earnings calls in North America (%)

⬆ Increase between Q4 2022 and Q3 2024



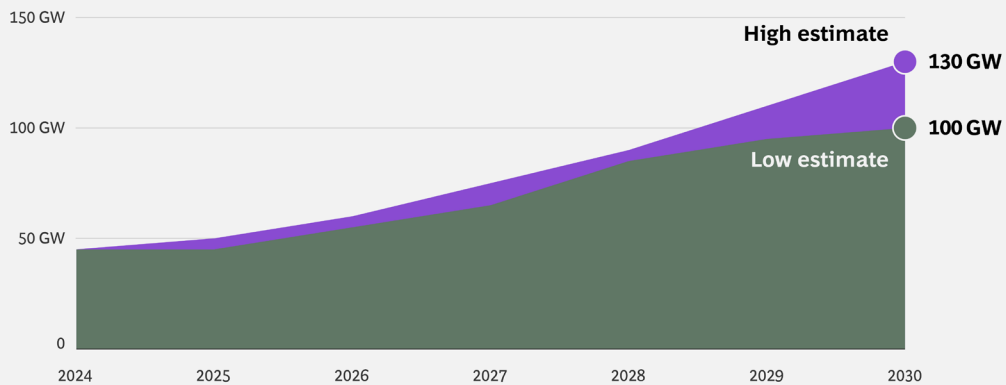
Source: IoT Analytics.  
Note: A topic is shown in a quarter if at least 1% of sample companies mentioned it.

1-b

CEO DATA POINT

## US Data Center Energy Demand Could More Than Double by 2030

Projected total US data center power demand



Sources: NERC; market participant interviews; BCG analysis.

02

# Global Consumer Sentiment Survey

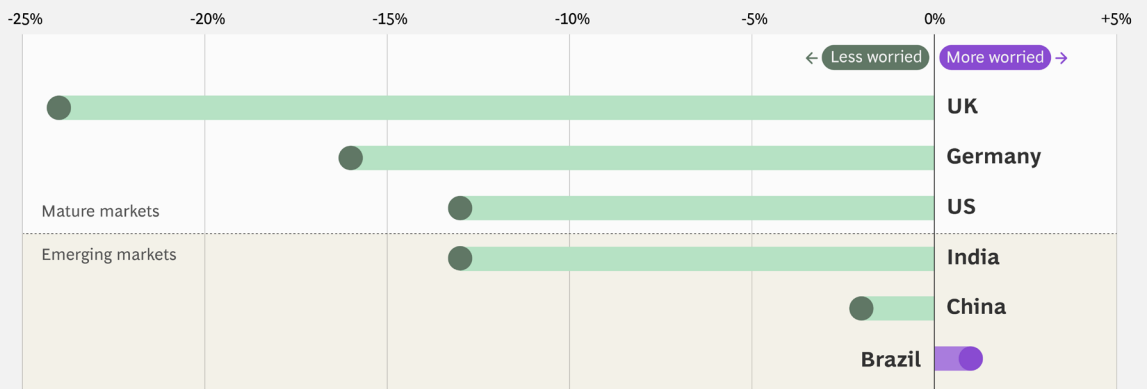
Consumer sentiment is recovering more slowly in emerging markets than in mature markets, the latest survey from BCG’s Center for Customer Insight reveals. Explore more key findings. (Published in September 2024)

2-a

CEO DATA POINT

## Fewer Consumers Are Worried About Their Financial Situation

Change in agreement with the statement “I am worried about my personal financial situation” over 12 months



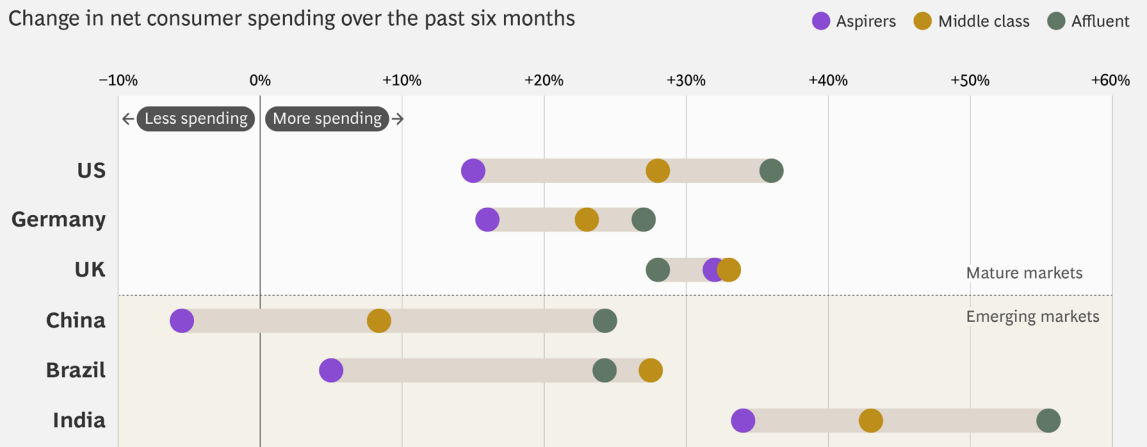
Source: BCG CCI Global Consumer Sentiment Barometer 2024, n = 6,090.

2-b

CEO DATA POINT

## People Are Spending More Overall, Largely Due to Higher Prices

Change in net consumer spending over the past six months



Source: BCG CCI Global Consumer Sentiment Barometer 2024, n = 6,090.

02

# Global Consumer Sentiment Survey

Consumer sentiment is recovering more slowly in emerging markets than in mature markets, the latest survey from BCG’s Center for Customer Insight reveals. Explore more key findings.

(Published in September 2024)

2-c

CEO DATA POINT

## Spending on Most Things Is Poised to Keep Growing, but More Slowly

Change in net consumer spending

● In the past six months ● In the next six months



Source: BCG CCI Global Consumer Sentiment Barometer 2024, n = 6,090.

03

# Scope 3 Emissions

Companies are measuring and setting targets for operational emissions. But supply chain emissions are being overlooked, particularly in certain industries. (Published in August 2024)

3-a

CEO DATA POINT

## Scope 3 Supply Chain Emissions Far Exceed Operational Emissions

### Operational emissions

Average Scope 1+2 emissions from companies



### Supply chain emissions

Average upstream Scope 3 emissions from companies are **26x greater**



Source: CDP and BCG upstream emissions data and analysis, 2024.

3-b

CEO DATA POINT

## Companies Are Less Likely to Measure Scope 3 Emissions, or Set Targets



**2x**

more likely to measure Scope 1+2 than Scope 3



**2.4x**

more likely to set targets for Scope 1+2 than Scope 3

Source: CDP and BCG upstream emissions data and analysis, 2024.

03

## Scope 3 Emissions

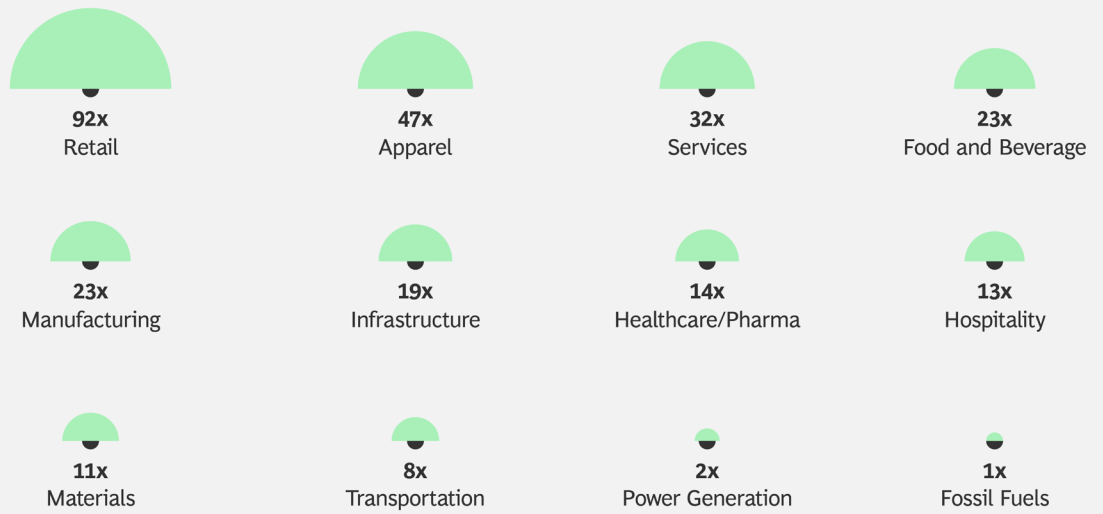
Companies are measuring and setting targets for operational emissions. But supply chain emissions are being overlooked, particularly in certain industries. (Published in August 2024)

3-c

CEO DATA POINT

### Some CEOs Face a Significant Scope 3 Challenge

How much greater are **Scope 3** emissions than **Scope 1+2**?

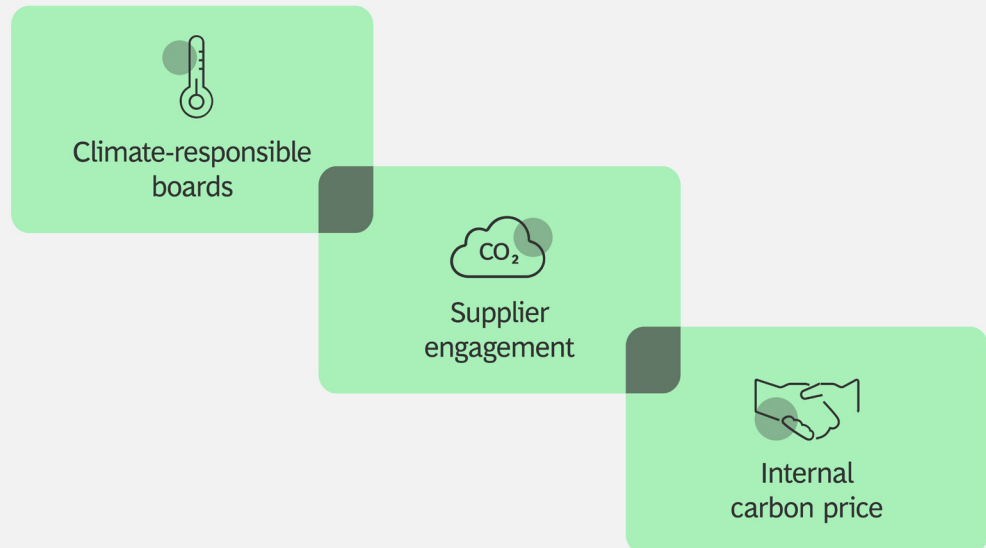


Source: CDP and BCG upstream emissions data and analysis, 2024.

3-d

CEO DATA POINT

### Three Factors Can Kick-Start Action on Supply Chain Emissions



Source: CDP and BCG upstream emissions data and analysis, 2024.

04

# M&A's Road to Recovery

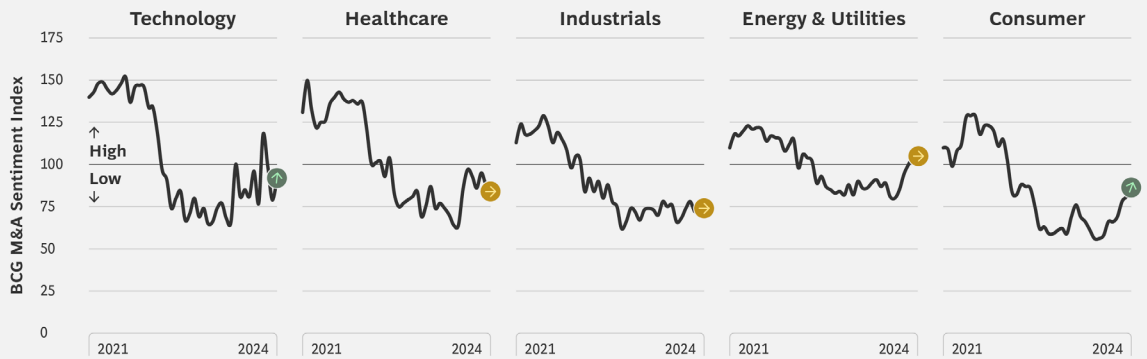
Dealmakers are more willing to engage in mergers and acquisitions than they were in late 2023, according to BCG's newly launched M&A Sentiment Index. (Published in July 2024)

4-a

CEO DATA POINT

## Mergers & Acquisitions: Which Industries Are Rebounding?

Momentum: → Stable   ↗ Accelerating   ↘ Decelerating



Source: BCG



05

# Europe's Transformation Imperative

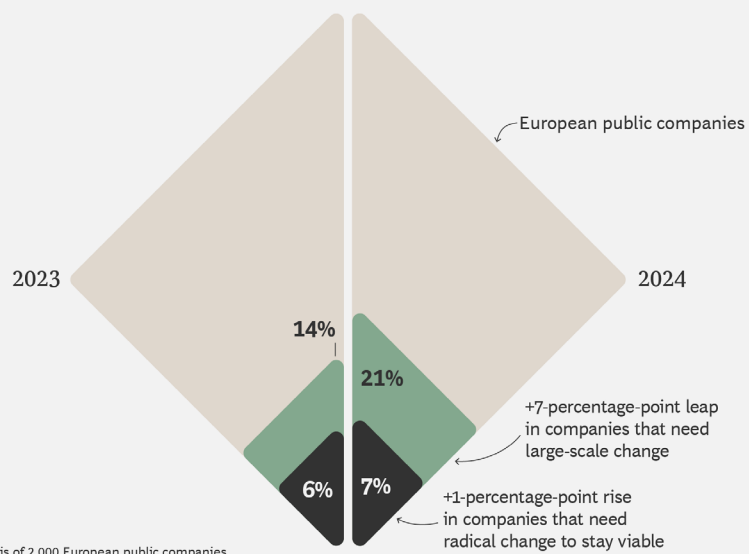
Low consumer confidence, weak domestic economic growth, and declining international competitiveness are adding to the strain on European companies. (Published in June 2024)

5-a

CEO DATA POINT

## The Growing Pressure on Europe's CEOs

% of companies needing to **transform** or even **restructure**



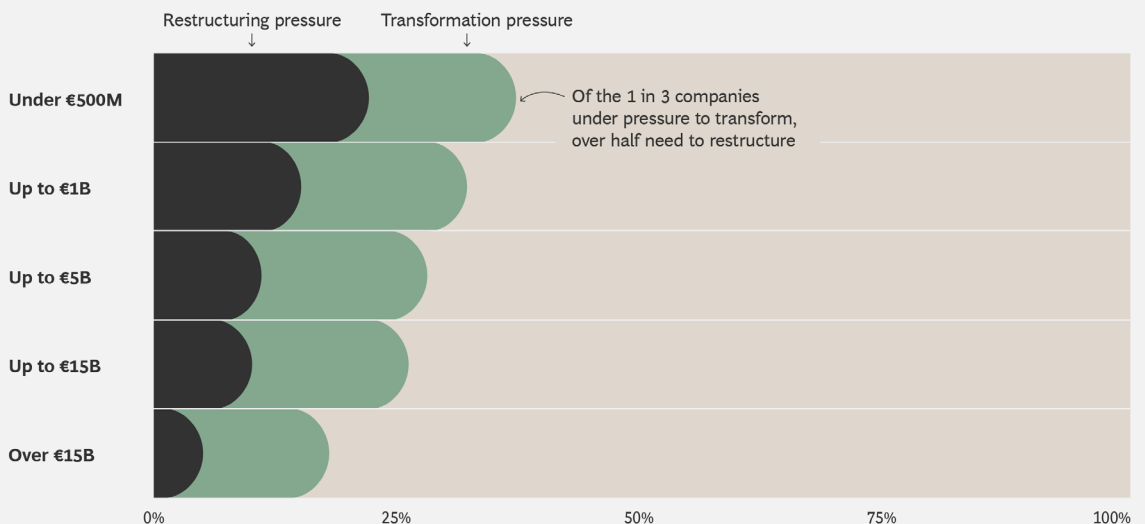
Sources: Capital IQ; BCG analysis of 2,000 European public companies.

5-b

CEO DATA POINT

## Smaller Companies, Bigger Stress

% of European public companies by revenue, 2024



Sources: Capital IQ; BCG analysis of 2,000 European public companies.

05

## Europe's Transformation Imperative

Low consumer confidence, weak domestic economic growth, and declining international competitiveness are adding to the strain on European companies. (Published in June 2024)

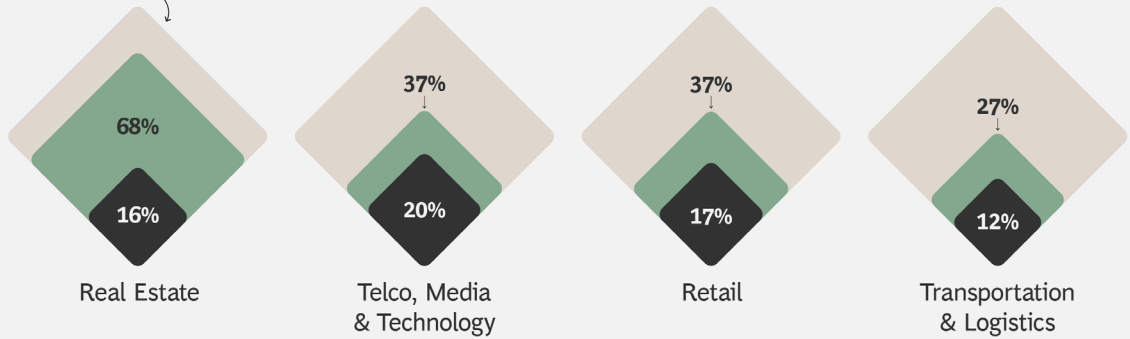
5-c

CEO DATA POINT

### The Greatest Need to Act, by Sector

% of companies needing to **transform** or even **restructure**

European public companies



Sources: Capital IQ; BCG analysis of 2,000 European public companies.

06

# The Evolving AI Conversation

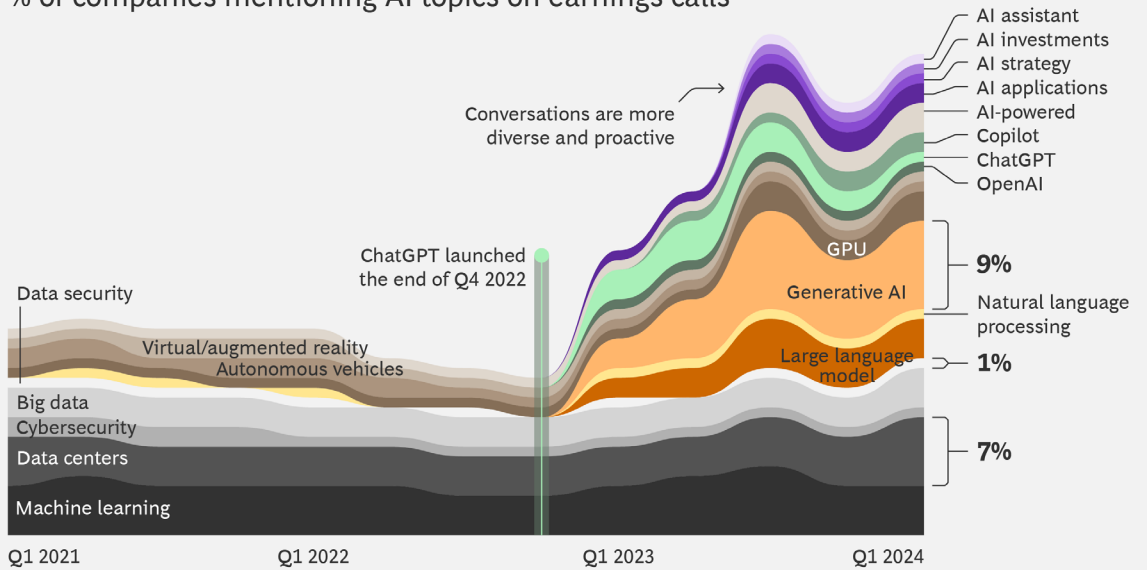
What do CEOs talk about when they talk about artificial intelligence? And which region is leading the conversation? (Published in May 2024)

6-a

CEO DATA POINT

## Louder and Smarter: The Evolving AI Conversation

% of companies mentioning AI topics on earnings calls



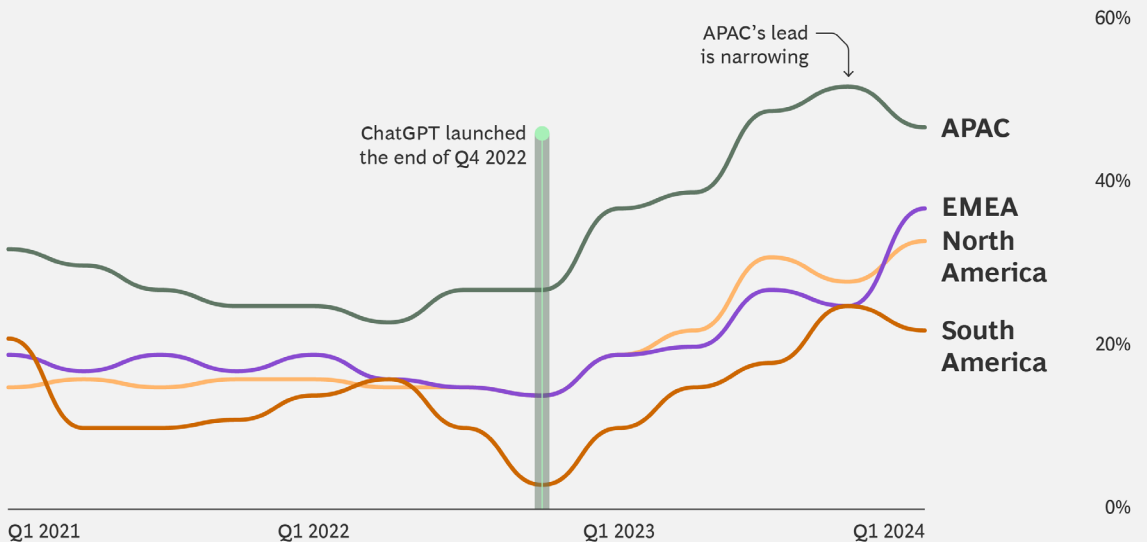
Source: IOT Analytics GMBH.  
Note: a topic is only shown in a quarter if 1% or more companies in the data sample mentioned it

6-b

CEO DATA POINT

## Closing the Gap with APAC

% of companies mentioning "AI" or "artificial intelligence" on earnings calls



Source: IOT Analytics GMBH

**BCG** CEO Data Point

→ [Explore More CEO Content on BCG.com](#)