

Half of Worldwide CEOs Have Seen Diminished Demand for Their Products and Services

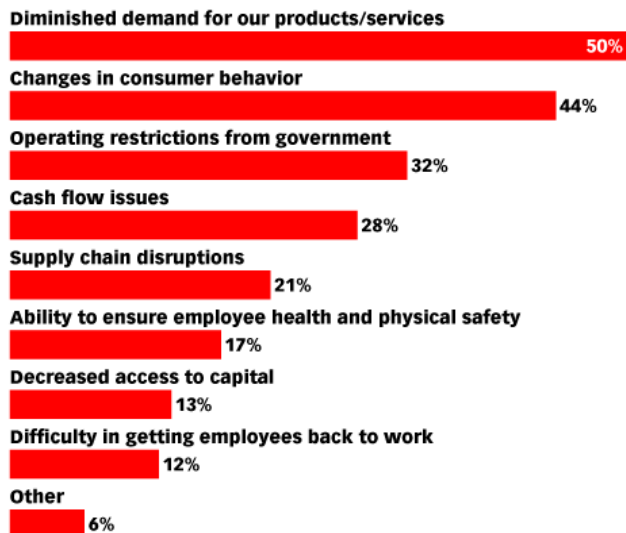
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As consumers and businesses alike pull back on spending amid the coronavirus pandemic, 50% of CEOs worldwide say that diminished demand for their company's products and services is the biggest obstacle to their business' viability right now, according to June 2020 data from YPO "YPO Chief Executive COVID-19 Global Survey."

Greatest Obstacles to Their Business's Viability Right Now According to CEOs Worldwide, May 2020

% of respondents



Note: n=2,718

Source: YPO, "YPO Chief Executive COVID-19 Global Survey," June 4, 2020

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Additionally, CEOs are feeling pressure to match changing expectations of both local government and end users of their products as they adjust to the new normal. Nearly half say they're challenged by changes in consumer behavior and nearly a third are struggling to cope with operating restrictions placed on them by the government.

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