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China’s great Go Global expansion: From peripheral to core [Replay]

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With a sharp rise to an 18% share for Chinese players in ex-China markets, **competition is now moving from peripheral towards core market segments of the leading global incumbents**. We collaborated globally across 36 analysts using a framework of classic competitive analysis between new entrants and incumbents, encompassing 11 sectors and 40 companies, to ask what the learnings from past global expansions are, and how they help us think about the decade ahead. **From peripheral to core, we expect a more uncertain path ahead: Chinese companies’ market shares to rise further to 31% by 2035E, with revenue growth of 3.6x, favoring the “latecomers”.**

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