



# Driving Growth in the Chemical Industry

## Video Transcript

The chemical industry has enjoyed more than a decade of healthy growth.

Rising global demand and innovation have been key drivers, with an increased focus on connectivity and sustainability.

In particular, many essentials of the modern life we know rely on chemical products.

But investments in plants and technology have yet to translate into productivity gains—and continued growth is not a given.

The chemical industry still faces high levels of uncertainty amid the increasing push towards decarbonization.

Finding room to breathe and plan for the future is a challenge for asset-intensive businesses.

But Accenture can help chemical companies harness human ingenuity and technology to find opportunities in a shifting landscape, reinvent the B2B customer experience to strengthen bonds and leverage the power of data to transform IT, automate and take operations to the next level.

Greater efficiency and increased productivity will free up resources for innovation and building resilience will be essential to embrace ongoing change and drive future growth.

The time is now to turn uncertainty into opportunity.