

Key findings

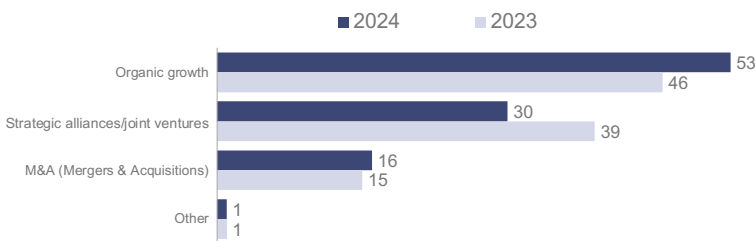
C-suite barometer: outlook 2024

Optimism and confidence are on the up in 2024

94% have a positive growth outlook for their company.

Most important sources of growth

Percent of respondents expecting 2024 growth



Mazars Investment Index

Average % increasing investment across all fields

Year	2021	2022	2023	2024
Average % increasing investment	47%	72%	63%	66%

Mazars Confidence Index

Average percent "very confident" their organisation is prepared across all relevant trends

Year	2021	2022	2023	2024
Average percent "very confident"	32%	44%	37%	44%

Tackling the biggest trends

Key trends having the biggest impact on growth

Percent of respondents



Topping the C-suite agenda

Top five strategic priorities in the next 3-5 years

Percent of respondents

