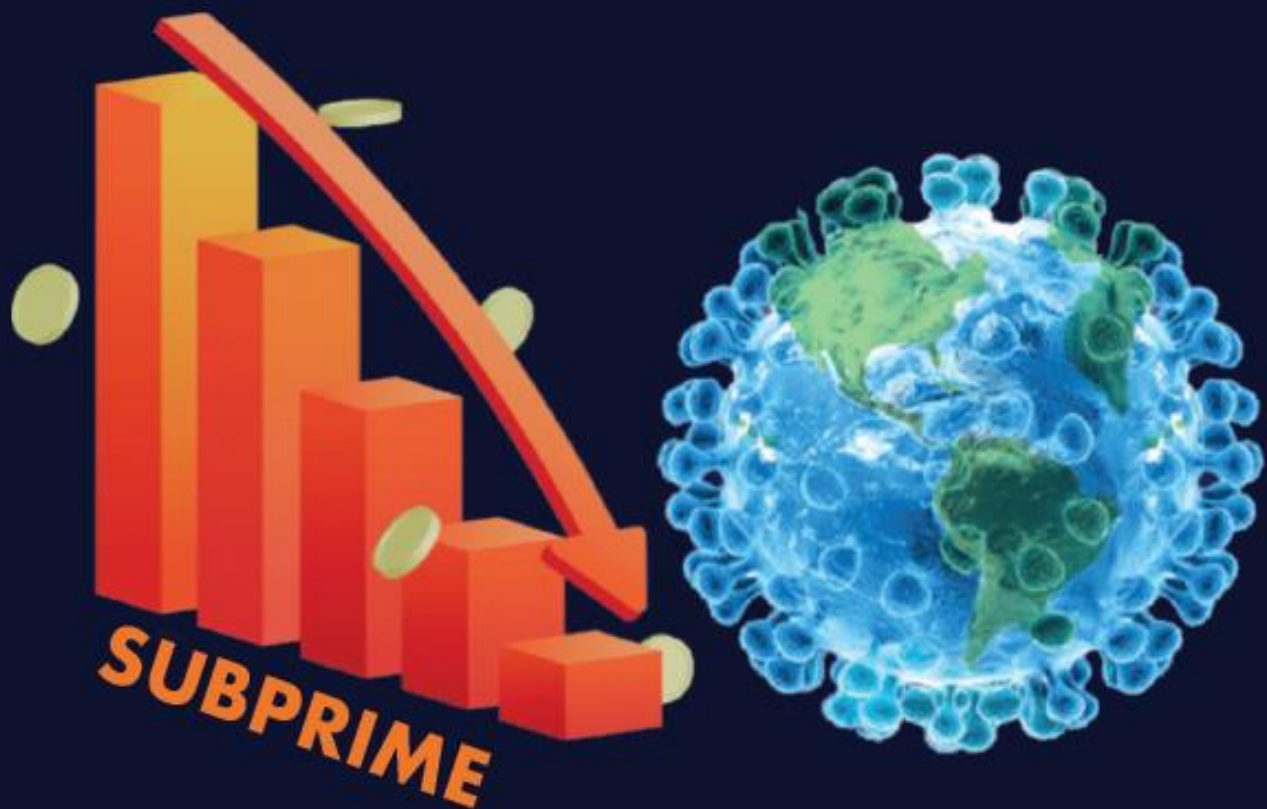


# OPPORTUNITIES DURING DEPRESSIONS

Lessons from the Subprime and  
Covid Crisis on Resilient Businesses



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***"The only new is the past one ignores."***



H. Truman

The book **Opportunities During Depressions** provides managers with **examples** and a **methodology** to find **resilient businesses** during **economic crisis**. Whatever their cause.

During both the **subprime** and **Covid** crisis there were some **highly resilient businesses**: while some *kept on growing*, others even *accelerated* their growth. Thus within any industry there are some activities which constitute **safe heavens** companies should move into.

And that happened **across the economy**: for instance, games and toys went from  $\pm$  zero growth (in pre-crisis) to a +6% growth rate during crisis; the sports goods growth rate improved by +5%; and the production of protein crops including seeds accelerated by 11%.

Furthermore, the empirical data confirms that the resilient industries and segments (**among 615 in the economy**) are **similar** between the Covid crisis (2020) and the subprime years (2008-2014).

Thus, during recessions it is possible for any firm, in any industry to find **safe heavens**: resilient businesses to move into benefiting from marketing or/and technical synergies.



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### SUMMARY OF THE BOOK:

“Opportunities during Depressions: lessons from the Subprime and Covid crisis on resilient businesses”

This book presents **five basic facts** (based on Eurostat data):

**First:** during the last (subprime) economic crisis (from 2008 to 2014) some business activities (both industries among 88 of them in the economy and industry segments among a total of 615) were highly **resilient**;

**Second:** their resilience was of two types: 1) some **kept** on growing during the crisis (first type) and other even 2) **accelerated** their growth (second type).

**Third:** that happened **across** the economy. For instance:

Photographic equipment (e.g.) increased its growth year rate from +3,4% (before the subprime crisis: years 2000-2007) to +4,6% (during the subprime crisis: years 2008-2014). But computers and peripheral equipment went downhill from -3,3% to -11,8%.

Also (e.g.) poultry meat augmented from zero growth (before the subprime crisis) to +1,1% (during the crisis), but vegetable juices went from +1,8% to -2,9%. And ice cream from +2,5% to -5%.

**Fourth:** the data for the Covid crisis year (2020) **confirms** that the resilient industries and segments are similar to those of the subprime crisis years (2008-2014).

So (**fifth**), during recessions:

5.1. In spite of economic decline;

5.2. It is possible for any firm, in any industry, to find safe heavens: resilient businesses to move into, with marketing or/and technical synergy.

## A FEW OTHER EXAMPLES OF RESILIENT BUSINESSES DURING BOTH THE SUBPRIME AND COVID CRISIS (BASED ON THE EUROSTAT/ OFFICIAL EU

1. Within the **fruits industry** (which the Eurostat divides in more than 10 segments):

- some kept on growing at the same year rate before and during the crisis (olives);
- while others even accelerated their growth: tropical fruits went from -1,2% (in years 2000-2007 before the crisis) to +1,2% (during the crisis: 2008-2014).
- However the consumption of many types of fruits decreased sharply (citrus, dessert grapes, etc.).

2. The **manufacture of machinery** is composed by more than 20 segments. Before the subprime crisis (2000-2007) the industry was growing at an year rate of +4%, but during the crisis (2008-2014) it decreased at -1,5%.

However, some types of machinery (e.g. for metallurgy) **accelerated** their growth: from -1,5% (before the crisis: years 2000 to 2007) to +2% (during the subprime crisis: years 2008-2014).

3. The average year growth of the **beverages** industry decreased from (before the crisis) +1,5% to -1% (during the crisis). And all segments within the industry declined sharply: wine, mineral waters, etc. The single exception was after meal beverages such as liquors and vermouths which increased at +13,41% year after year, during the crisis.