

Segment 1: Title

The 2022-2023 Fluency Report: Industry Crisis

Segment 2: Summary

COVID-19 has had a tremendous impact on our society since the beginning of the pandemic in 2020. Not long after the WHO announced that COVID-19 was nearing an end, our society faced a new type of crisis, the Russia-Ukraine war crisis, which again paralyzed the global economy. Thus, in 2022 and 2023, the Russian-Ukraine war was the primary cause that adversely affected the global industry landscape.

- International oil market uncertainty has been exacerbated as Russia has drastically reduced gas supplies and the Russian oil price cap. Consequently, inflation, exchange rate fluctuations, and reduced trade volume are creating stagflation.
- Following the Russia-Ukraine war crisis, disruptions in the global food supply chain and rising energy, grain, and raw material prices are expected to prolong inflationary pressures.
- Global impacts resulting from a combination of these factors identifies the Russia-Ukraine war as the most significant cause of industry crisis in 2022, with other crises occurring around it.

Segment 3: Fortune 100 List of Companies 2022 by Industry

1. Aerospace and Defense: Boeing, General Dynamics, Lockheed Martin, and Raytheon Technologies
2. Apparel: Nike
3. Consumer Food Products (beverages): Coca-Cola and PepsiCo
4. Chemicals: Dow
5. Computer Software and Hardware: Apple, Dell Technologies, HP, Microsoft, and Oracle
6. Construction and Farm Machinery: Caterpillar and Deere
7. Consumer Credit Card and Related Services: American Express
8. Diversified Financials: Fannie Mae, Freddie Mac, and StoneX Group
9. Electric and Gas Utilities: Exelon
10. Entertainment: Comcast and Walt Disney

11. Food and Drug Stores: Albertsons, Costco Wholesale, Kroger, Publix Super Markets, Target, Walgreens Boots Alliance, and Walmart
12. Health Care: Centene, Cigna, CVS Health, Elevance Health, HCA Healthcare, Humana, and UnitedHealth Group
13. Industrial Machinery: General Electric
14. Insurance: Allstate, American International Group, Berkshire Hathaway, Liberty Mutual Insurance Group, Massachusetts Mutual Life Insurance, MetLife, Nationwide, New York Life Insurance, Northwestern Mutual, Progressive, Prudential Financial, State Farm Insurance, TIAA, and USAA
15. Internet Services and Retailing: Alphabet, Amazon.com, and Meta Platforms
16. Mail, Package, and Freight Delivery: United Parcel Service and FedEx
17. Megabanks: Bank of America, Citigroup, Goldman Sachs Group, JPMorgan Chase, Morgan Stanley, and Wells Fargo
18. Motor Vehicles: Ford Motor, General Motors, and Tesla
19. Petroleum Refining: Chevron, Exxon Mobil, Marathon Petroleum, Phillips 66, and Valero Energy
20. Pharmaceuticals: AbbVie, Bristol-Myers Squibb, Johnson & Johnson, Merck, and Pfizer
21. Soaps and Cosmetics: Procter & Gamble

Segment 4: Types of Crises in 2022

Pie chart depicting percentages of crises.

- Russia-Ukraine war crisis: 29%
- COVID-19 crisis: 13%
- Climate crisis: 18%
- Cost-of-living crisis: 10%
- Economic crisis: 18%
- Energy crisis: 6%
- Human rights crisis: 6%

Segment 5: Top 10 Industries Facing the Most Crisis

1. Computer Software and Hardware: climate crisis, cost-of-living crisis, COVID-19 crisis, economic crisis, energy crisis, Russia-Ukraine war crisis, and supply chain crisis
2. Consumer Food Products (beverages): climate crisis, cost-of-living crisis, COVID-19 crisis, economic crisis, public health crisis, Russia-Ukraine war crisis, and supply chain crisis
3. Internet Services and Retailing: climate crisis, cost-of-living crisis, economic crisis, public health crisis, Russia-Ukraine war crisis, and supply chain crisis
4. Food and Drug Stores: COVID-19 crisis, economic crisis, energy crisis, public health crisis, Russia-Ukraine war crisis, and supply chain crisis
5. Mail, Package, and Freight Delivery: COVID-19 crisis, economic crisis, energy crisis, public health crisis, and supply chain crisis
6. Soaps and Cosmetics: climate crisis, cost-of-living crisis, COVID-19 crisis, economic crisis, and supply chain crisis
7. Motor Vehicles: climate crisis, cost-of-living crisis, COVID-19 crisis, and Russia-Ukraine war crisis
8. Consumer Credit Card and Related Services: cost-of-living crisis, economic crisis, and Russia-Ukraine war crisis
9. Aerospace and Defense: COVID-19 crisis and Russia-Ukraine war crisis
10. Megabanks: economic crisis and Russia-Ukraine war crisis

Segment 6: Industries Most Affected by Russia-Ukraine War Crisis

First Generation Crisis

- Russia-Ukraine war crisis

Second Generation Crisis

- Supply chain crisis
- Energy crisis
- Economic crisis (cost-of-living crisis)

Industries

- Computer S/W & H/W
- Internet services and retailing
- Consumer food products

- Petroleum refining
- Food and drug stores
- Megabanks

Segment 7: Crisis Forecast for 2023: Climate and Energy Crisis

The energy crisis and climate crisis are the most important crisis topics to monitor in 2023, based on an analysis of key topics in the news media for four weeks beginning in January 2023. Among the crisis-related keywords searched in news media in January 2023, the Russia-Ukraine war crisis accounted for 25%, the climate crisis 16%, and the energy crisis 10%. The global energy supply crisis is predicted to worsen as the Russia-Ukraine war continues. Also, global awareness of energy security and unprecedented climate problems will lead to a greater focus on clean energy and climate change.

Line graph showing weekly keyword search volume for “climate crisis” and “energy crisis” for January 1-29, 2023.