

## 2024 MarginPLUS study

### Refocusing amidst uncertainty

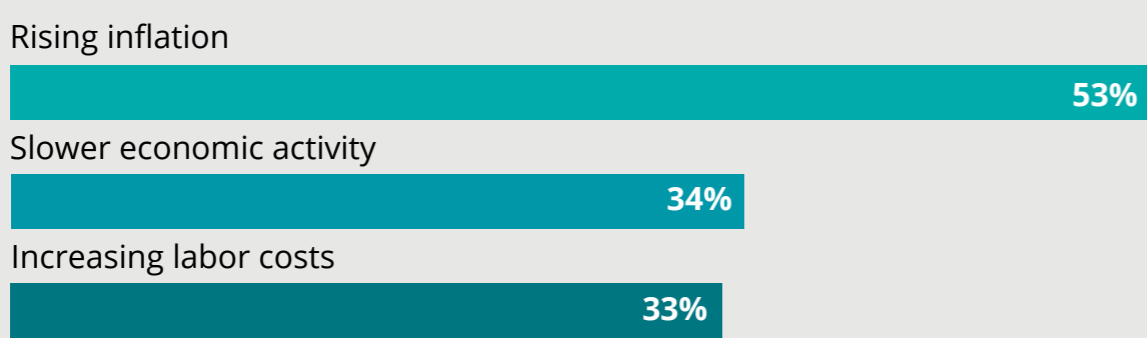
With less clarity in the view ahead, companies take more precise control of their margin improvement efforts



**Global inflation and macro-economic uncertainty have increased companies' resolve to improve margins and transform, but success continues to be elusive.**

#### TRANSFORMATION TRIGGERS

**84%** of margin improvement programs have been triggered by one or more of these top factors:



#### FALLING SHORT

**82%**

of companies fell short of their cost reduction targets, a significant increase from the previous year's 72%. Notably, half of these companies achieved less than 50% of their set targets, a 79% increase relative to our previous study.

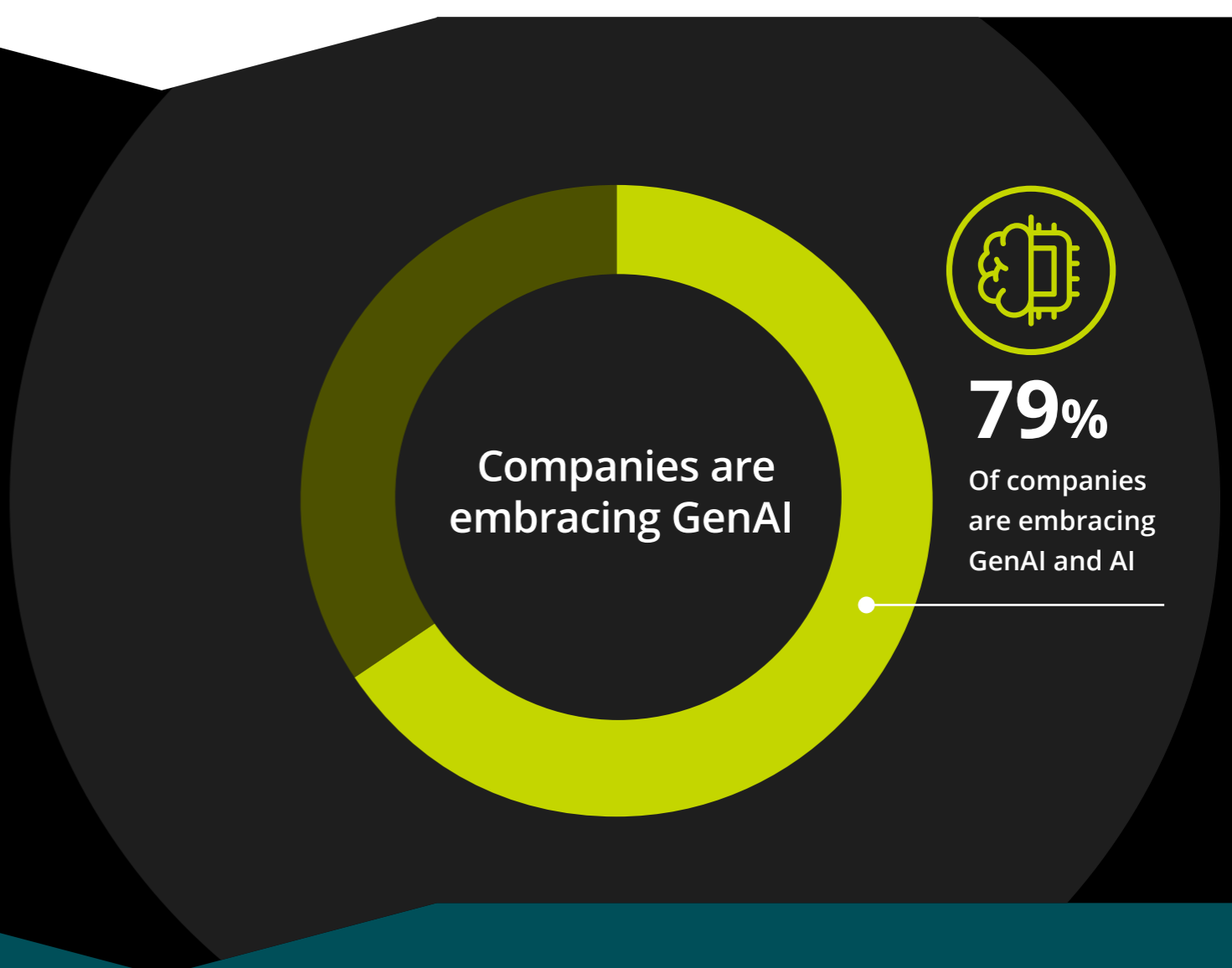
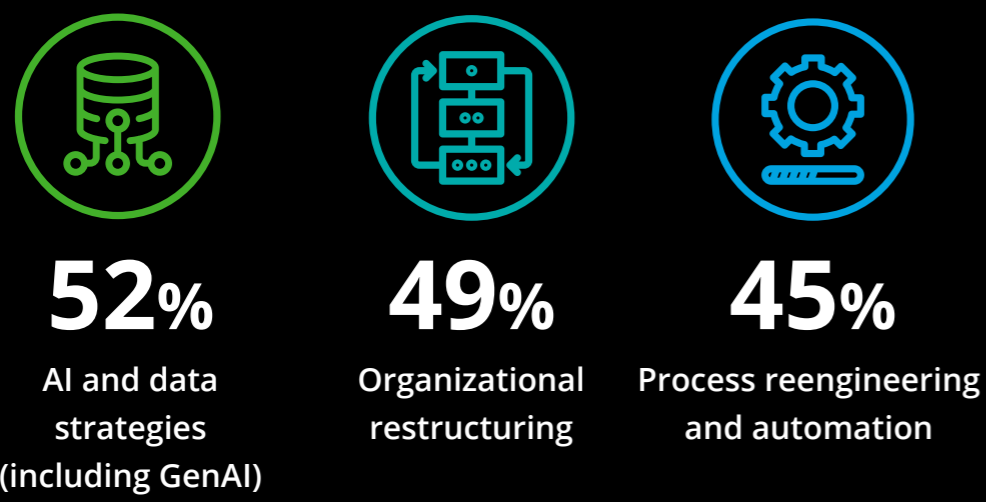
#### TARGETED ACTIONS

**57%**

Companies are now focusing on three strategic levers in their pursuit for margin improvement, a 57% decrease relative to our previous study, where the average company selected seven levers.

### What **transformational steps** are companies taking to drive margin?

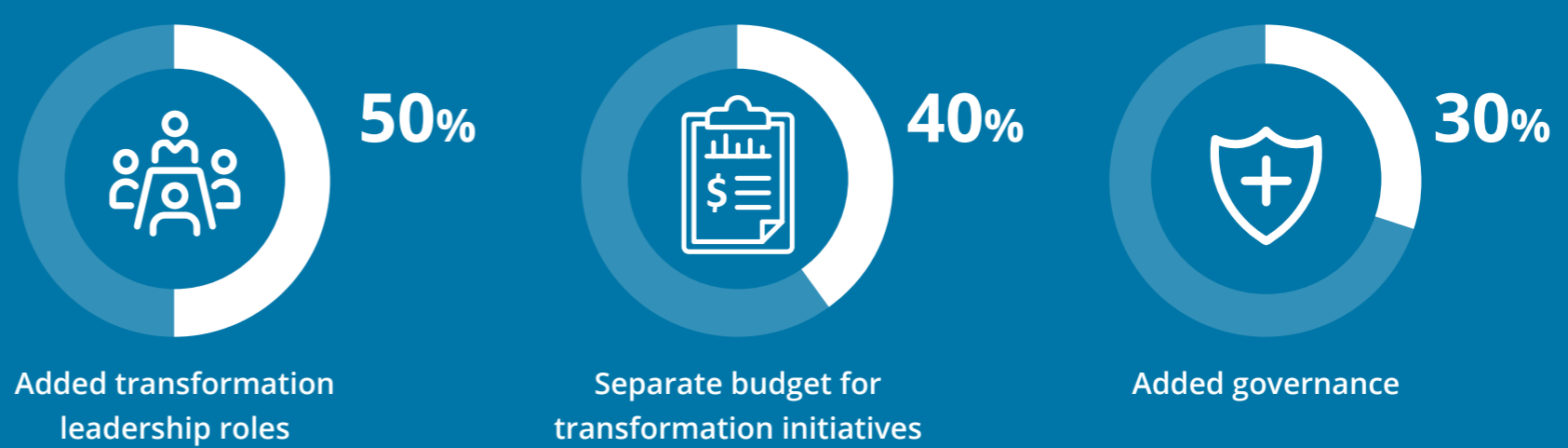
Companies are focusing efforts on:



### What are the **top internal obstacles** that have so many companies falling short of their cost reduction targets?



### How are leaders and boards driving change in **transformation strategies**?



The 2024 MarginPLUS study surveyed 300 global leaders across industries and geographies. Read the full report to elevate your margin improvements.

[Download the full report](#)

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