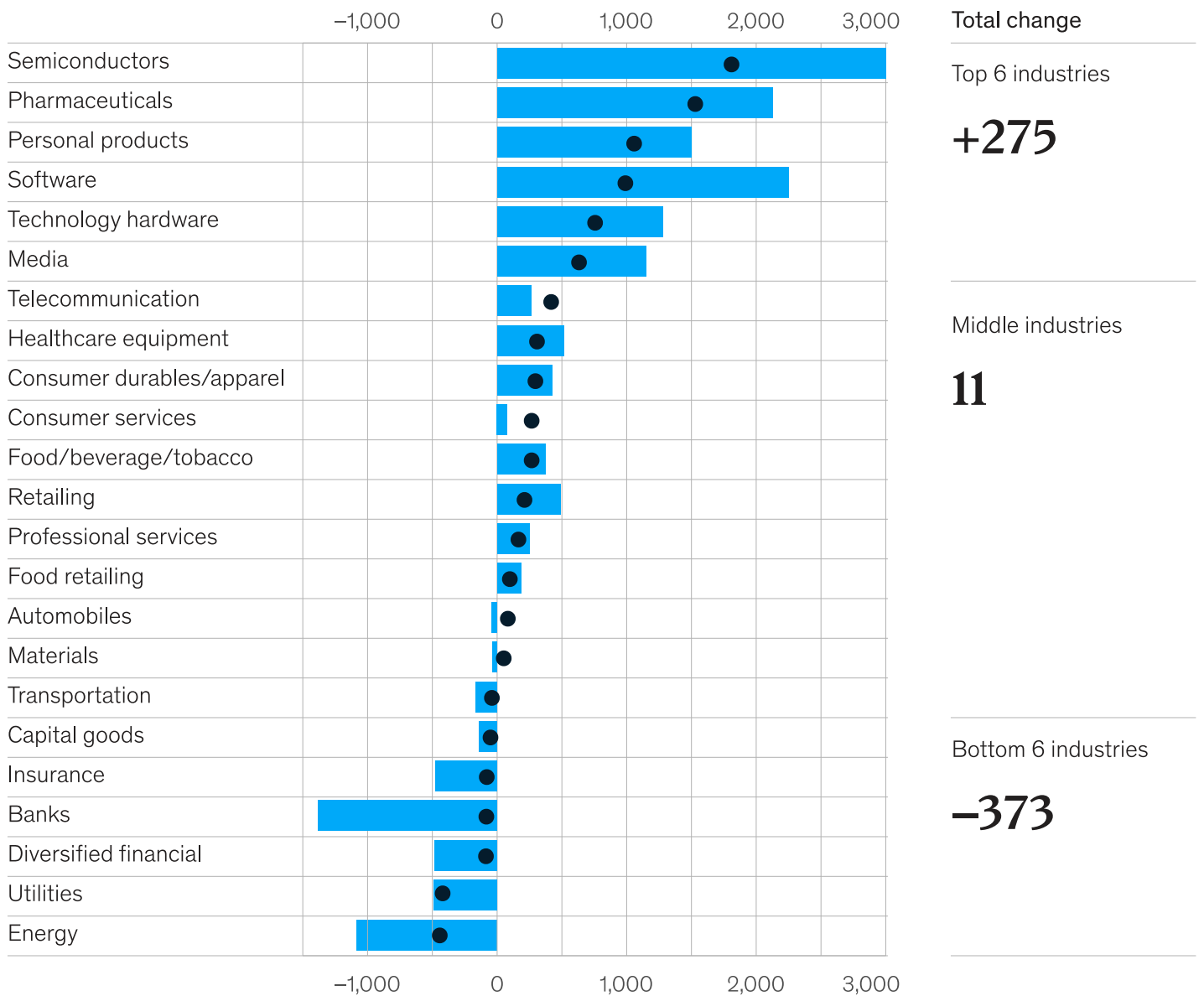# The best industries are getting better, and the worst are getting worse.

Average economic profit by industry,
$ billion (n = 2,562)[1]

● 2018 ■ Long term, 2020-market-valuation implied

Industry	Chart	Total change

Total change

Top 6 industries

+275

Middle industries

11

Bottom 6 industries

−373

Industries (top to bottom):
Semiconductors, Pharmaceuticals, Personal products, Software, Technology hardware, Media, Telecommunication, Healthcare equipment, Consumer durables/apparel, Consumer services, Food/beverage/tobacco, Retailing, Professional services, Food retailing, Automobiles, Materials, Transportation, Capital goods, Insurance, Banks, Diversified financial, Utilities, Energy

Axis: −1,000 0 1,000 2,000 3,000

[1]Largest nonfinancial companies by revenue in 2018 with data for 2003–18 available.
Source: Corporate Performance Analytics by McKinsey

McKinsey & Company