

Demand goes round the U-bend

Published: January 22, 2026, 9:12 am

My [latest on Forbes is here](#), under the above title.

To give a taster:

Anyone who believes that in the current circumstance where demand is disappearing around a U-bend seemingly to never be seen again the chance that any business is going to take advantage of low interest rates, low tax rates and high investment incentives to decide now is just the perfect time to build a new factory or office or to innovate new products needs their head examined. It's just not going to happen.

But as I make clear, there are alternatives.