

# Recession: antifragile B2B niches 21-06-2022

Recession's hitting. Yet, depends for who.

If you are not agile and don't adapt quickly, you're gonna get hit harder.

Adapting to me means testing more paths and seeing what interesting results you can get.

Here's a short bullet list of what niche can do well during this recession + explanation.

1. **M&A.** Real opportunists rise out during recessions and start hunting. Buffet's out, and the best Mergers & Acquisition companies are out there, looking for big fat underpriced deals. These can be good clients for you.
2. **Energy, greentech.** We still need electricity during recessions. Also, environmental laws still exist during rough times.
3. **Re structuration companies.** These companies help struggling companies get profitable again through various strategies, most of the time cutting costs and focusing on what works.
4. **Hedge funds.** These are also on the hunt.

5. **Rich folks/Investors.** Rich folks get richer during recessions. They have fat stack of cash always ready to be deployed on opportunities.
6. **Luxury.** Rich folks buy luxury. This niche is antifragile.
7. **Manufacturing.** Stuff still gets produced during recessions.
8. **Covid Winners.** Think of the supermarkets, the tech companies that got their stocks over inflated. Many have stacked during covid. Many exited before the recession. Many are sitting on impressive amounts of money. Think and go after them.
9. **Real estate tech.** Real estate never really does bad, as new humans need a new home to show to be validated by peers. Go after tech companies serving the real estate market.
10. **Automation.** Many companies will seek to replace humans during this recession. Think of automation software companies.
11. **Robotics.** Robots replacing humans. This trend is not about to go away and will be emphasized during recessions.