How Is COVID-19 Affecting The Top 10 Global Consumer Trends 2020?

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April 2020
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100 COUNTRIES
in-depth analysis on consumer goods and service industries

210 COUNTRIES AND TERRITORIES
demographic, macro- and socio-economic data on consumers and economies
About the speaker

Alison Angus

Head of Lifestyles

Alison heads up the lifestyles research at Euromonitor International, focused on consumer behaviour, attitudes and shifting trends and interpreting these into informative and useful insights to support business and strategy planning.

Alison has worked in research for 20 years across FMCG and service sectors. She brings extensive knowledge and expertise of research methodologies to produce insightful analysis.
COVID-19 will impact all top 10 global consumer trends in the year ahead

Top 10 Global Consumer Trends 2020

- BEYOND HUMAN
- CATCH ME IN SECONDS
- FRICTIONLESS MOBILITY
- INCLUSIVE FOR ALL
- MINDING MYSELF
- MULTIFUNCTIONAL HOMES
- PRIVATE PERSONALISATION
- PROUDLY LOCAL, GOING GLOBAL
- REUSE REVOLUTIONARIES
- WE WANT CLEAN AIR EVERYWHERE
Beyond Human

Pre-COVID-19 overview
AI-driven technology becomes mainstream to improve daily lives

Business action
Incorporate AI-driven capabilities into long-term strategies

Now
Quarantine / lockdown

Near term
Choosing self-isolation
Need for contactless services and delivery

Long term
Tech will catch up
Beyond Human

Meituan Dianping (China)
Catch Me in Seconds

Pre-COVID-19 overview
More content in less time
Shorter attention spans seeking personalised, authentic and appealing channels

Business action
Brands must identify the most useful bits of content

Now
Social distancing, fewer face-to-face interactions
Distracted consumers

Near term
Needing reassurance
Engaging narratives

Long term
Demand for short, speedy, multisensory messages
Catch Me in Seconds

giffgaff (UK)
Frictionless Mobility

Pre-COVID-19 overview
Freedom to move around congested cities
Shift in consumer mindset from ownership to access

Business action
Invest in solutions that remove / limit health threats of shared transport

Now
Limited movement

Near term
Vigilant and cautious mobility

Long term
Focus on alternative sustainable solutions
Frictionless Mobility

Wheels (US)
Inclusive for All

Pre-COVID-19 overview
Accessibility at the core of new product developments
Responding to a societal push for change

Business action
Enable fully immersive opportunities for everyone

Now
Heightened anxiety

Near term
Community spirit

Long term
Disabled communities benefit from technology
Inclusive for All

UNESCO World Heritage (Machu Picchu)
Minding Myself

Pre-COVID-19 overview
Bringing mental wellbeing to the forefront of consumer concerns
Consumers seeking their “holistic happy” will adapt to practicing responsible stimulation

Business action
Offer outcome-based goods to address specific mental wellbeing needs

Now
Mentally rebalancing
Creating a new normal

Near term
Managing anxiety

Long term
Consumer behaviour and priorities will focus on self-care
Minding Myself

Mindhope (Spain)
Multifunctional Homes

Pre-COVID-19 overview
Homes act as a shelter from uncertainty
Remote work and innovative goods and services fuel the evolution of the home

Business action
Explore remote working

Now
Home is the new office
Socialising virtually

Near term
Social media as social life
Casual Friday every day

Long term
Home is the hub; businesses will adapt accordingly
Multifunctional Homes

Zoom (US)
Private Personalisation

Pre-COVID-19 overview
Brands are becoming reliant on consumer data to deliver personalised products and experiences

Business action
Push for more secure data collection methods to ensure privacy

Now
Willingness to share

Near term
Privacy concerns remain on hold
Older cohorts driven to use new services

Long term
Privacy concerns return
Private Personalisation

Sentinel Healthcare (US)
Proudly Local, Going Global

Pre-COVID-19 overview
Consumers desire both a sense of local individuality and national identity
Niche brands accentuate local credentials to set up global expansion

Business action
Consumption shifts to support local and independent businesses; multinationals respond with localisation

Now
Enforced retreat from globalisation
Supporting local communities

Near term
Safety concerns drive hyper-localisation

Long term
Focus on localising business activities
Proudly Local, Going Global

Withies Delicatessen (UK)
Reuse Revolutionaries

Pre-COVID-19 overview
Ethical consumers want longer-lasting products, less waste
Sharing, reusing, refilling and renting

Business action
Brands will educate consumers about safety of reusable options

Now
Rethinking green credentials
Being more clean than green

Near term
Anxiety shifting consumer focus to health and safety
Worrying about reinfection

Long term
Slow return to reusable products
Reuse Revolutionaries

Refill App (UK)
We Want Clean Air Everywhere

Pre-COVID-19 overview
Younger generation seeks reduced emissions and a sustainable future
Businesses continue to look for cleaner technology to fight pollution

Business action
Climate change investments will make a comeback

Now
Less room for eco-anxiety
Focus on indoor pollution

Near term
Back to sustainable lifestyles
Prevention is a top priority

Long term
Seeking protection against pollution
We Want Clean Air Everywhere

BYD (China)
## COVID-19 impact at a glance

<table>
<thead>
<tr>
<th>Immediate spike followed by long-term shift</th>
<th>Immediate spike followed by normalisation</th>
<th>No change</th>
<th>Immediate drop followed by normalisation</th>
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<tbody>
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Key takeaways

Now
Dealing with extreme disruption
Need to rapidly adapt
New brand purpose – useful, helpful, supportive

Near term
Use downtime effectively – do the tasks you did not have time to do before
Planning return to a new normality

Long term
Reshape future strategy planning
Build in flexibility; prepare for multiple scenarios and possibilities
Embrace digital

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Thank you

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