



How Will COVID-19 Change the Consumer?

Data-driven insights into consumer
behavior: Wave 4 Findings

MAY 2020



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THIS WILL DEFINE CONSUMPTION FOR THE NEXT DECADE

The COVID-19 pandemic has fundamentally changed the world as we know it. Forced to adapt, people are now living differently, buying differently and, in many ways, thinking differently. The habits formed will endure beyond this crisis, permanently changing what we value; how and where we shop; and how we live and work.

Long-term trends have been accelerated. Changes anticipated over the next few years have occurred in the space of mere weeks, forcing companies to rapidly adapt as demand for both products and service outstrips supply.

The impact is profound. Industries are being reshaped in real-time, to permanent effect.

There is no going back. Welcome to the new normal.

10 accelerating trends: what we're buying



Health +

79%

of consumers think the pandemic will increase the focus on health.

Health and wellbeing continues to grow in importance to consumers—now with the additional hygiene angle.

CPG brands should heed this change and make it a priority to support healthy lifestyles for consumers, shoppers and employees. Having a “health strategy” will be a strategic differentiator in the foreseeable future.



Conscious consumption

62%

of consumers say the pandemic will increase their focus on the environment.

Consumers are more mindful of what they're buying. They are striving to limit food waste, shop more cost consciously and buy more sustainable options.

Brands will need to make this a key part of their offer by building sustainability into their design (for example, by exploring new business models).



The love of buying local

46%

of consumers will sustain their increase in buying locally sourced goods.

Demand for local goods—and local brands—is growing, as consumers seek out products they feel they can trust.

CPG companies should prioritize investment in their local brands and emphasize authentic local provenance, presence and support, to tap into this trend and defend against potential competitors.

Source: Accenture COVID-19 Consumer Research, conducted 17th–27th April and 5th-11th May.

10 accelerating trends: where we're buying



Digital commerce

160%

Expected increase in ecommerce purchases from new or low frequency users.

With many stores closed, demand for ecommerce has surged, accelerating adoption from previously uninitiated users, and in under-penetrated categories such as grocery.

CPG companies will need to substantially increase investment in all forms of digital commerce to meet future demand.



The love of shopping local

46%

of consumer will continue to shop more locally once the outbreak is over.

The love of local extends to where consumers are buying from. Neighborhood stores have been able to provide where larger retailers have struggled, while enabling consumers to support local businesses.

For CPG companies, this will require redefining customer relationships with the traditional trade.

Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April and 5th-11th May.

10 accelerating trends: home-centric lifestyles



Consumer creators

62%

of consumers are trying new recipes or cooking methods such as homebrewing.

Consumers are finding creative ways to fill the extra time they now have at home, taking up new hobbies, teaching themselves new skills, or even exploring new sources of income.

Companies can tap into this passion by co-creating with consumers across the value chain.



Staying in is the new going out

79%

of households with kids are feeling more connected as a family.

New ways of socializing virtually are gaining in popularity, while many consumers see positives in the additional time they're now spending at home.

CPG companies will need to normalize these new occasions, and then look for ways to monetize them.



The home as the hub

20%

of consumers are investing in home automation systems as a result of the COVID-19 outbreak.

Consumers are investing in different types of technology for the home, and as a consequence, are increasingly inviting brands and retailers to “live” with them at home.

Brands will need to define new consumer and shopper experiences that leverage and support home hubs.

Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April and 5th-11th May.

10 accelerating trends: the changing world around us



The power of community

62%

of consumers think that the effects of COVID-19 will strengthen local communities.

In the face of crisis, communities are banding together to support one another, with likely lasting impact.

Tapping into the love for all things local, depth of engagement with local communities will need to be considered in brand strategies going forward.



Liquid workforce

35%

of employees plan to increase the frequency with which they work from home.

Employees have embraced working from home, and many expect to adjust their future working patterns accordingly.

Companies will need to adapt ways of working and redefine their employee value proposition. New talent pools can also be explored to tap into the more virtual workforce.

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

Executive Summary: Exploring the impact and implications across five key areas



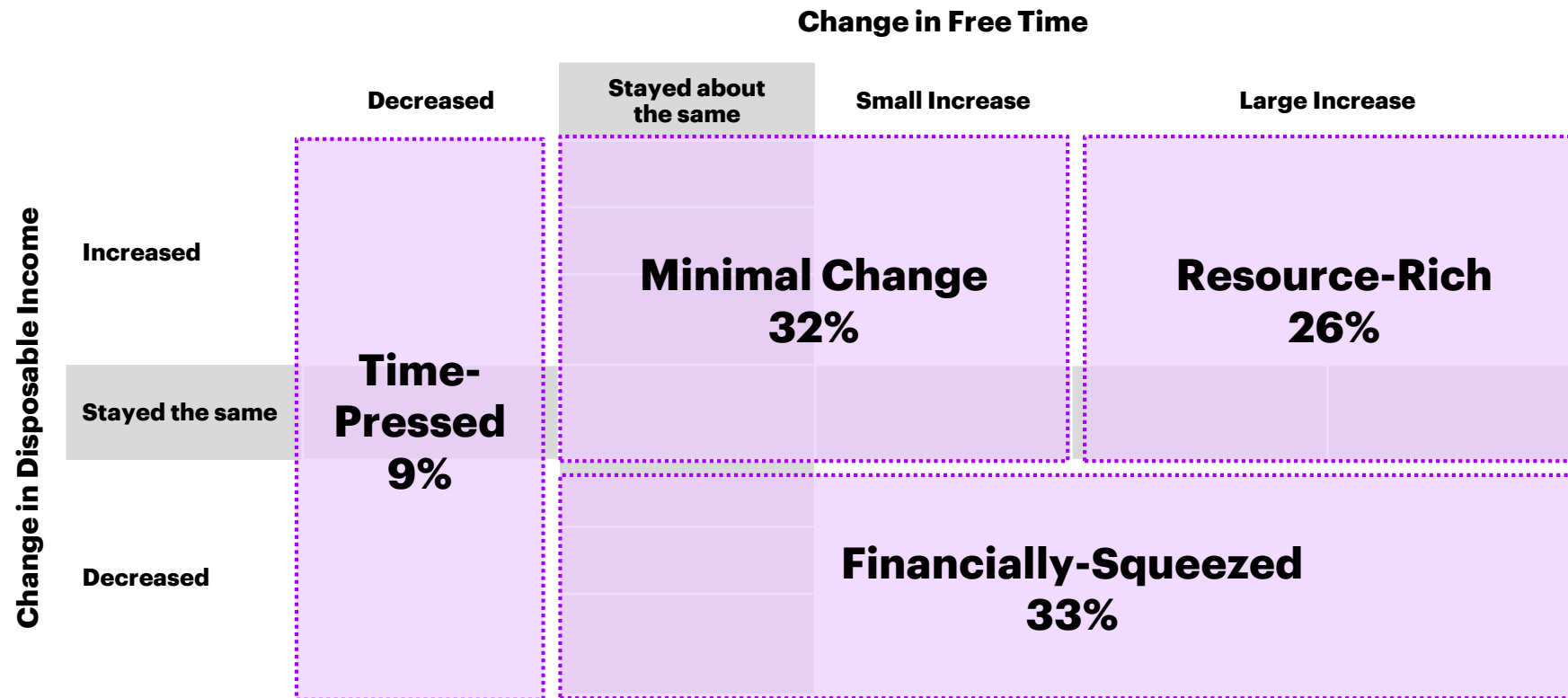
<h3>The Adjusting Consumer</h3>	<ul style="list-style-type: none"> Consumers are having to adapt to their new personal circumstances, impacting their attitudes, behaviors and purchasing habits. Concern for the state of the economy remains high, even in markets where the 	<p>pandemic is stabilizing, impacting consumer confidence.</p> <ul style="list-style-type: none"> Level of comfort in visiting public places and traveling in the next 1-2 months is low—even in stabilizing markets. 	<p>Plan for a new normal, adjusting their services to adapt to new consumer circumstances, needs and concerns</p>
<h3>What and How We Buy</h3>	<ul style="list-style-type: none"> The financially-squeezed are prioritizing their spend on essentials, while making the cut-backs on non-essential items. Consumers are shopping more mindfully, health consciously, more local, and more efficiently, and the 	<p>change is likely to be permanent</p> <ul style="list-style-type: none"> Demand for ecommerce has surged as new users trial digital options. This group expects to increase frequency of digital purchases by 160 percent in the future. 	<p>Tap into new trends for what and how consumers buy in order to stay relevant</p>
<h3>How We Live</h3>	<ul style="list-style-type: none"> Cleanliness is top of mind. Hygiene practices will take on new importance for restarting services. Consumers are finding creative ways to spend their time, with many new hobbies expected to be permanent. 	<ul style="list-style-type: none"> Families are welcoming the opportunity to spend more time together. COVID-19 is accelerating digital adoption, but with a third of people struggling with technology, a digital divide remains. 	<p>Identify the new consumption occasions (what, where, with whom and how), and find ways to augment and monetize them</p>
<h3>Trust in Institutions</h3>	<ul style="list-style-type: none"> Patience with organizations is starting to wane. Forty five percent of employers are at risk of reputational damage. Consumers are complying with government advice, even where they 	<p>don't trust the decisions made.</p> <ul style="list-style-type: none"> Over a quarter of consumers are willing to share their health data with third parties to support government responses, but trust in government is an important factor 	<p>Address consumer and employee concerns with clear communication on resolution steps</p>
<h3>New Ways of Working</h3>	<ul style="list-style-type: none"> Sentiment about working from home has dipped slightly, though remains positive Thirty five percent of people plan to increase the amount they work from home in the future. Nearly half of those 	<p>who had never worked from home previously now plan to work from home more often in the future.</p> <ul style="list-style-type: none"> Fifty one of business travellers anticipate they will reduce the frequency they do so in the future 	<p>Redefine your employee value proposition to reflect new employee preferences</p>

The Adjusting Consumer



Many consumers are experiencing changes to free time and disposable income

Dimensions of Consumer Segmentation



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

Consumers are having to adapt to new personal circumstances



Financially-Squeezed

33%

Less disposable income compared to before the outbreak

"Life is very stressful right now. I don't have a job and with coronavirus to be there for some time, things are not looking good."

4 times more likely to have been placed on temporary leave or made redundant than others

Most likely to expect financial support from government

Seventy-one percent are shopping more cost consciously.



Time-Pressed

9%

Free time decreased from previous level

"My hands are full these days. I have less personal time than before, and at times get the feeling of being overwhelmed."

Most likely to have decreased time spent on leisure activities vs. others.

Most likely to have decreased time spent watching TV.

Fifty-nine percent are doing fewer shopping trips.



Minimal Change

32%

Disposable income and free time similar to before outbreak

"Things are not too bad... We don't expect things to change much."

Lowest level of overall concern over the outbreak.

Least likely to comply with government advice regarding COVID-19.

Least likely to have adjusted shopping and personal habits due to the outbreak.



Resource-Rich

26%

More disposable income and free time than prior to outbreak

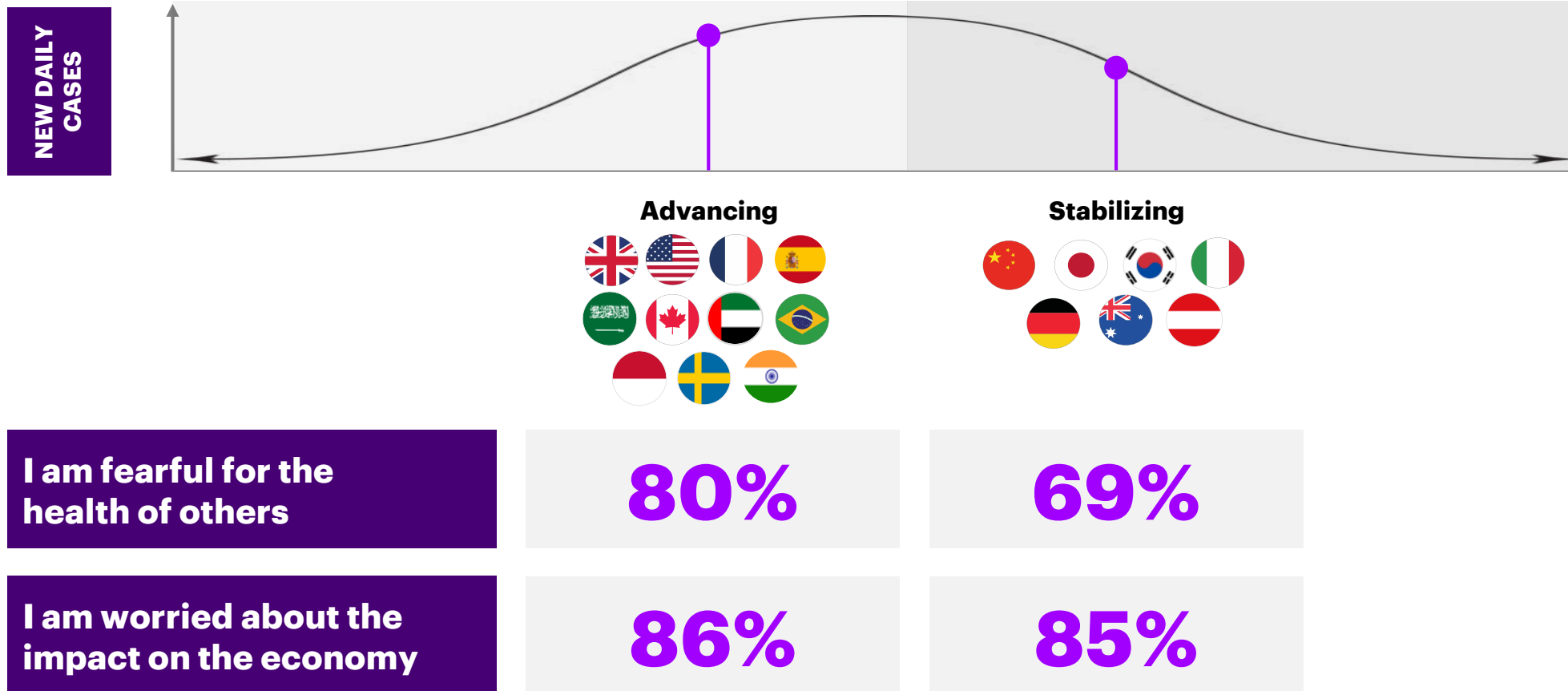
"My life will be about...going to my part time job and spending more time in the garden, kitchen, piano and meditating."

Most likely to be trying new recipes or cooking methods.

Most likely to be taking up hobbies, and learning new skills

Most likely to be using digital channels

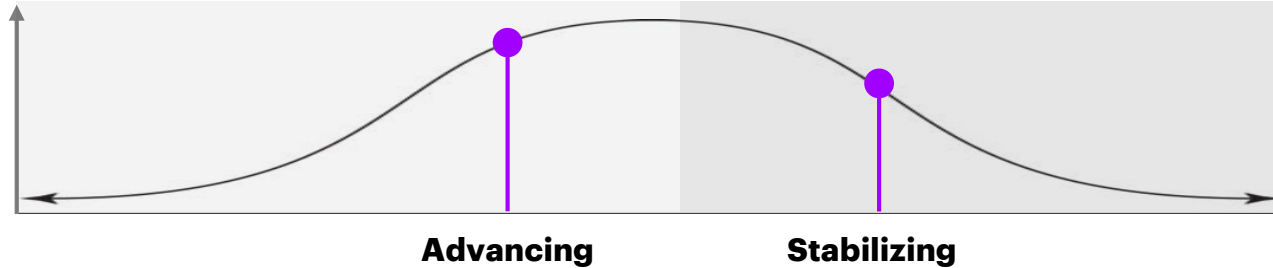
In stabilizing markets, health fears are lower, yet economic concerns persist



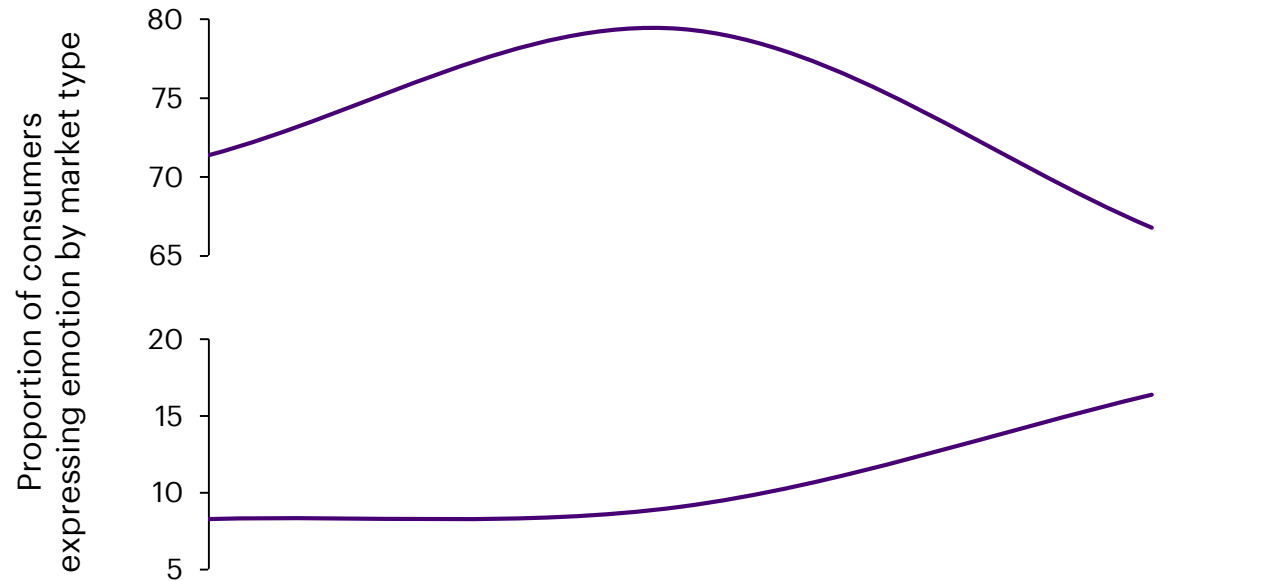
Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May. Countries grouped based on the stage of they are at in the outbreak at time of fielding, measured by the time since the first 100 cases were diagnosed in each country, and the weekly increase of new cases.

As the situation progresses, frustration about the ongoing restrictions and associated uncertainty rises

NEW DAILY CASES



FEAR



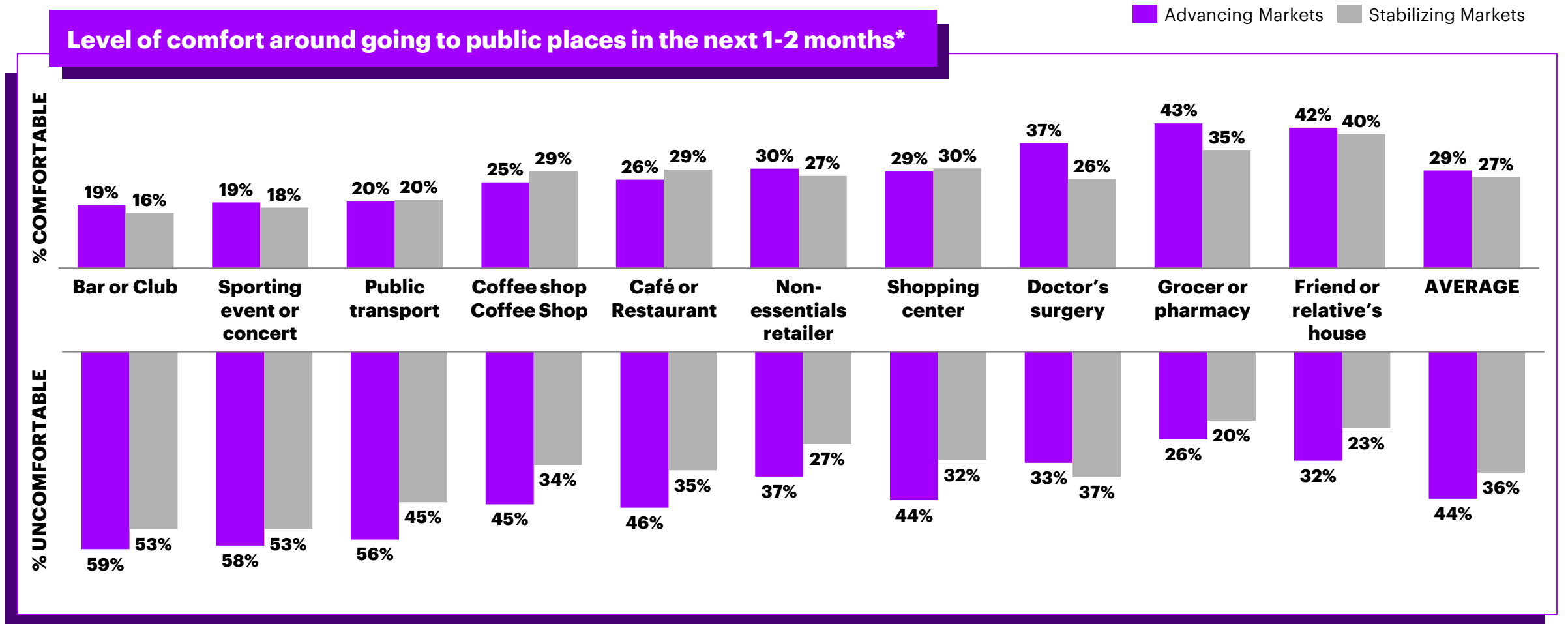
FRUSTRATION

In China and Japan, **frustration levels are more than twice the cross-market average in both countries.** By contrast, **fear is as much as one-third lower.**

Companies should anticipate this pivot of emotion across markets, and actively seek to redress growing frustration from consumers

Source: Happen analysis of consumer emotions captured in 6000 open ended comments from Accenture COVID-19 Consumer Research, via Starmaker.

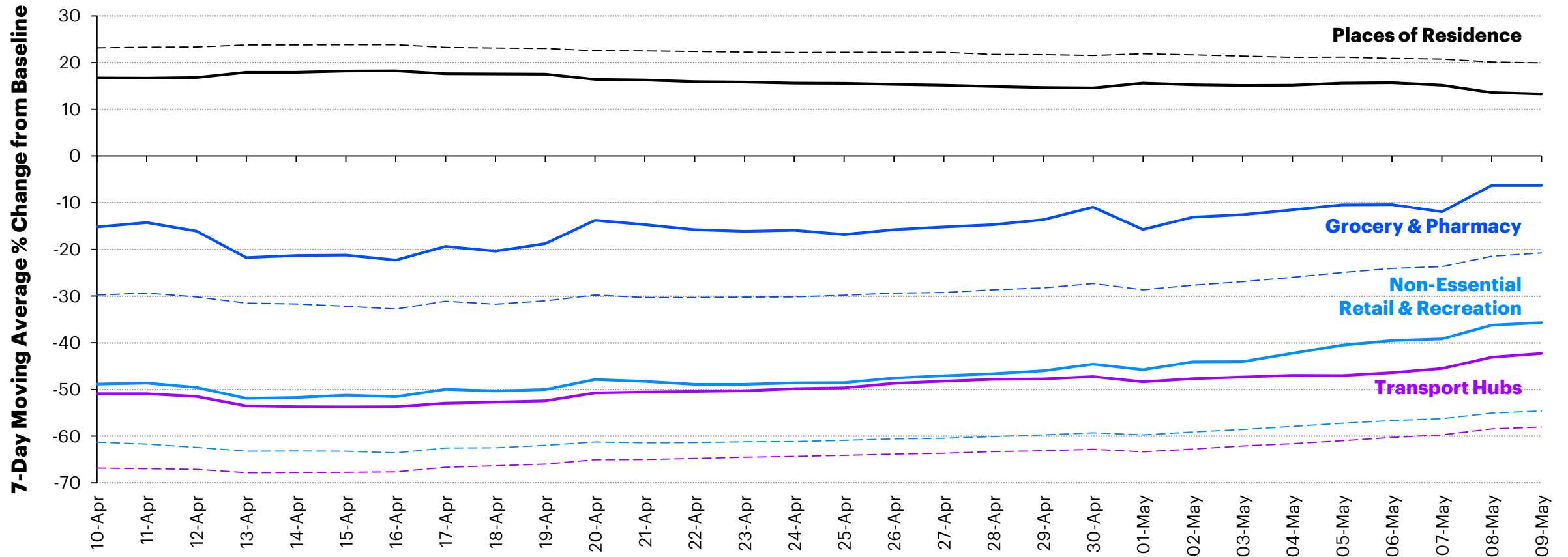
Consumers remain uncomfortable about visiting public places, particularly on-trade outlets



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May. *Provided that they were open and it was allowed.

Trends in stabilizing markets indicate that public mobility will be slow to recover

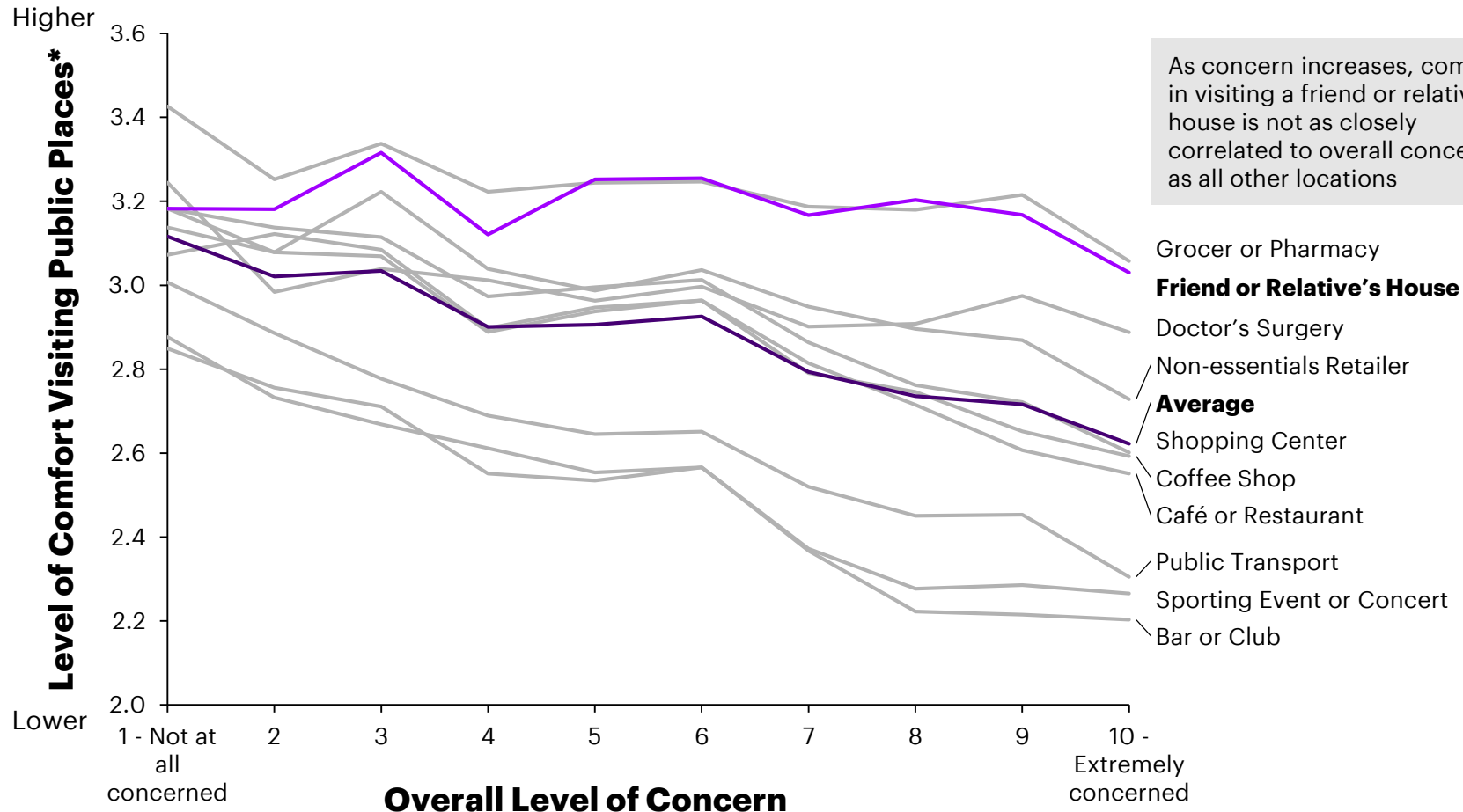
Average percentage change in visits and length of stay by location type — Stabilizing Markets* - - - Advancing Markets



Source: Google LLC "Google COVID-19 Community Mobility Reports". <https://www.google.com/covid19/mobility/> Accessed: 16/05/20. Grocery and Pharmacies includes places like grocery markets, food warehouses, farmers markets, specialty food shops, drug stores, and pharmacies. Non-essential retail and recreation includes places like restaurants, cafes, shopping centers, theme parks, museums, libraries, and movie theaters. Transport hubs includes places such as subway, bus, and train stations. The baseline is the median value, for the corresponding day of the week, during the 5-week period Jan 3rd-Feb 6th, 2020. *Excludes China

Socializing in the home is likely to be the preferred option in the near term

Level of comfort in visiting public places by overall level of concern



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May. *Provided that they were open and it was allowed.

I expect to continue spending a lot more time at home...I can't see us going back to shopping centres or bars locally, even when the lockdown lifts.

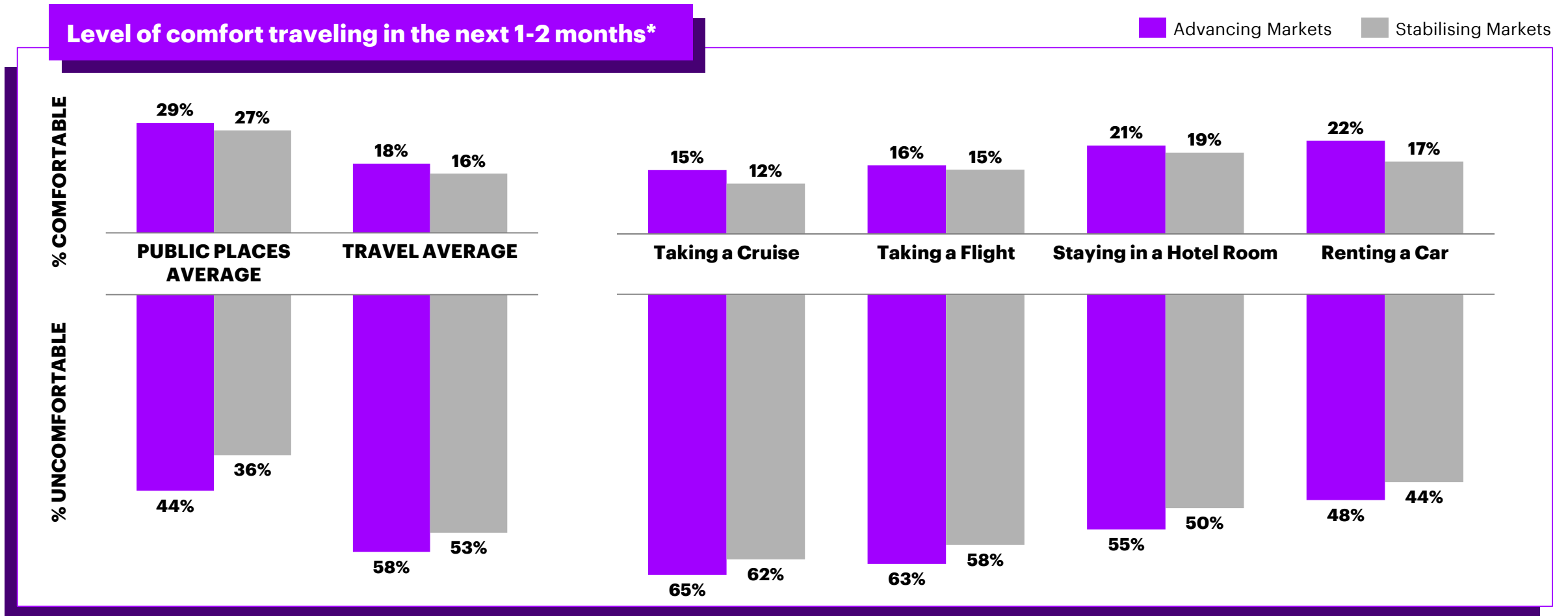
Female, 40-55, UK

As we spend more time at home and we can't have a social life, say, go out to a bar or a rooftop to have a drink, so we [drink alcoholic beverages] while maybe enjoying a series, or watching a film, on your rooftop with your partner. It becomes a form of catharsis, a way of thinking we are in a difficult situation, but we need to push forward.

Hugo, 32-39, Spain

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May, Accenture Research COVID-19 CG&S Human Perspectives.

Consumers are even more anxious about traveling than they are about visiting public places

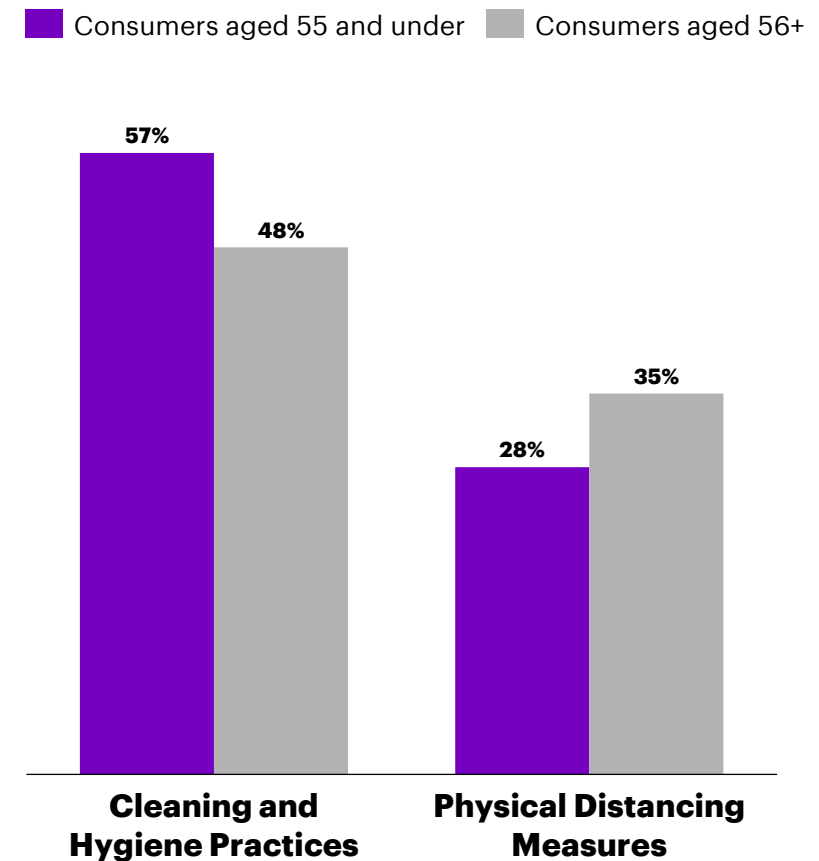
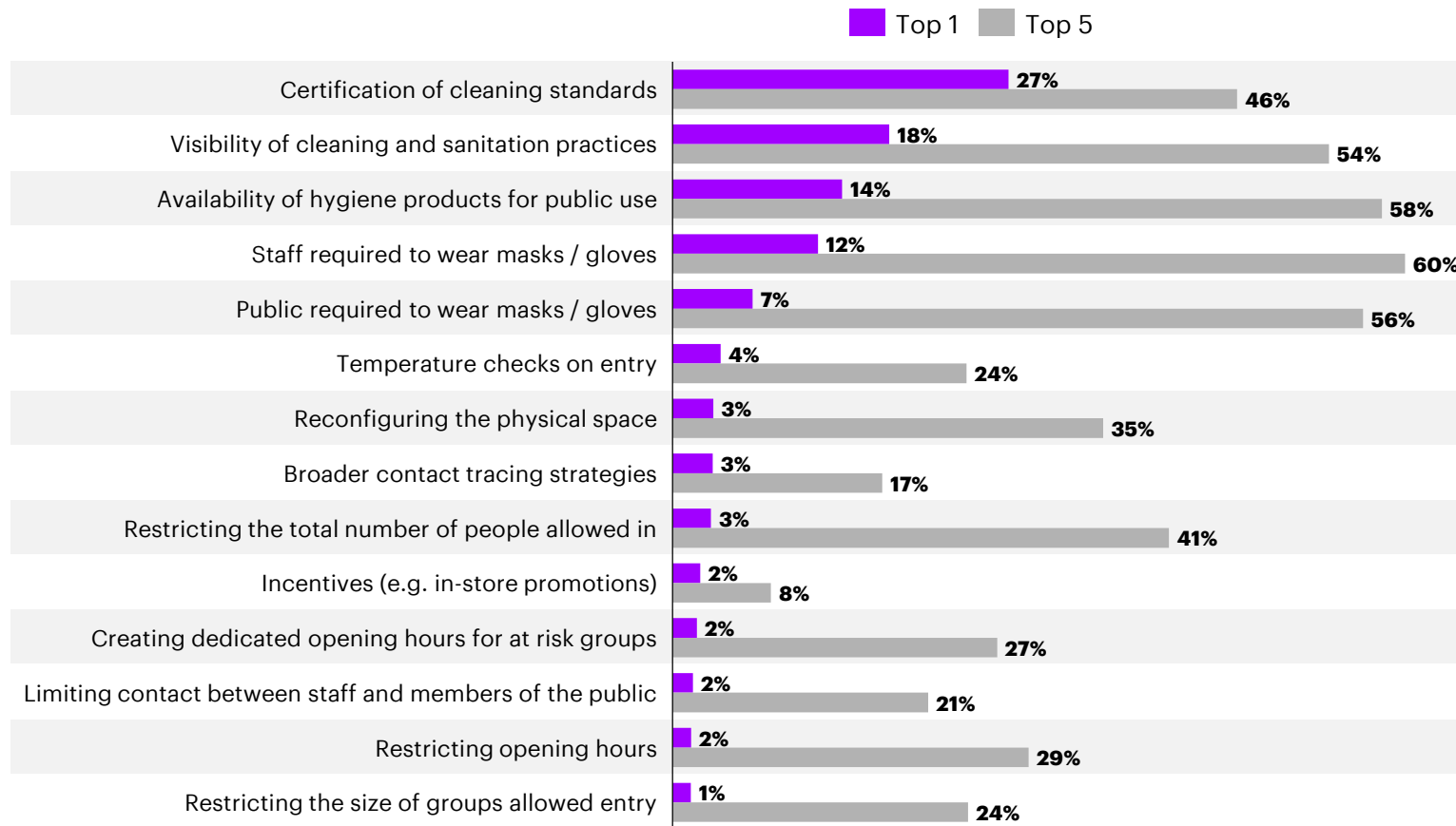


Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April (travel), 5th-11th May (public places). *Provided travel was allowed.

Hygiene and cleaning practices are paramount, yet physical distancing measures are of increased importance for ages 56+

Initiatives to help consumers feel more comfortable going to public places

Proportion of consumers that rank initiative as top 1 or top 5 to make them feel more comfortable



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

But there are other ways to get consumers back to consuming too...

Steep discounts

After **Carnival** announced that its cruises will resume in August, bookings surged – **up by 200%** compared to August 2019.

Most of these bookings were from **younger consumers**, who are less concerned about traveling in the wake of the pandemic and were attracted by the cruise line's **heavily discounted rates of just \$28 per night**

Exclusive product offerings

Luxury brand Hermès reached **\$2.7 million in single-day sales** on the day its flagship store re-opened in Guangzhou in April.

The surge in sales came after the store received a **shipment of rare items**, driving wealthy Chinese consumers to the store after recently-lifted lockdown.

The figure is reportedly the **highest single-day sales number** for a single boutique in China.

Implications

- **The consumer you thought you knew is no longer.** Prior consumer segmentations—and the insights they're built on—will need to be redefined as consumers adjust to new personal circumstances.
- The almost ubiquitous **lack of consumer confidence** will pose an enormous challenge when it is time to restart the economy. Similarly, concerns around **public transport** will severely restrict employee mobility in returning to workplaces.
- Retail and on-trade outlets will need to **plan for a new normal**, putting in place changes that will help consumers feel more comfortable in public places, but also incentivizing shoppers to return.
- Companies will need to tap into new social occasions **in the home** by providing products and experiences that support a new way of life

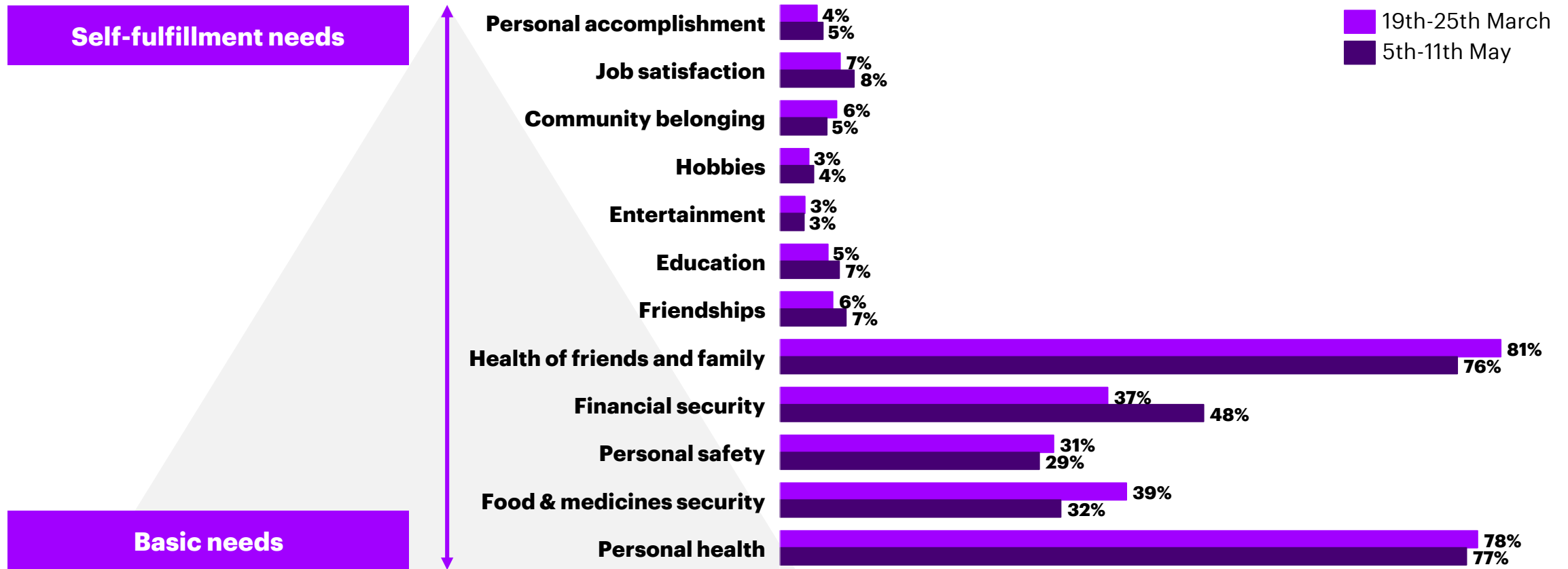


How and What We Buy



Basics needs are still the priority, though financial security is becoming more of a concern

Proportion of consumers that rank need in their top 3 priorities



Source: Accenture Covid-19 Consumer Pulse, conducted 19th-25th March, 5th-11th May.

Consumer types illustrate how consumption is changing

The Financially-Squeezed are prioritizing their spend on essentials, while making the largest cut-backs on non-essential items.

Net purchasing*	Financially-Squeezed 33% of consumers	Time-Pressed 9% of consumers	Minimal Change 32% of consumers	Resource-Rich 26% of consumers	Total Net Change	Change Vs. Prior Wave: 17-27 th April
Personal hygiene	40.4%	30.7%	24.1%	38.4%	33.8%	-
Cleaning products	32.9%	24.7%	14.8%	29.6%	25.5%	-
Fresh food	24.0%	19.2%	10.8%	26.7%	20.0%	-
Tinned food	12.9%	11.0%	7.4%	19.6%	12.7%	-
Online entertainment	12.0%	9.8%	5.6%	18.3%	11.4%	-
Wellness	4.4%	5.8%	-0.2%	14.9%	5.7%	↑
Frozen food	3.6%	5.7%	3.4%	11.0%	5.6%	-
OTC	0.2%	-4.6%	-1.2%	8.3%	1.4%	-
Pet care	-5.5%	-4.3%	-1.6%	5.4%	-1.4%	-
Toys and games	-7.5%	-4.3%	-5.6%	1.7%	-4.2%	-
Non-alcoholic beverages	-11.0%	-6.0%	-6.1%	0.7%	-6.0%	-
Takeaway/delivery from restaurants	-16.3%	-13.4%	-9.2%	-5.2%	-10.9%	-
Alcoholic beverages	-16.6%	-12.8%	-10.0%	-4.5%	-11.0%	-
DIY tools and materials	-17.5%	-15.8%	-11.7%	-4.2%	-12.1%	-
Beauty	-26.7%	-18.3%	-14.6%	-5.9%	-16.7%	-
Home décor	-25.9%	-21.1%	-15.5%	-5.3%	-16.8%	↑
Luxury goods	-38.3%	-27.5%	-20.6%	-15.1%	-25.7%	-
Apparel, footwear and accessories	-36.8%	-31.3%	-22.0%	-16.4%	-26.3%	-
AVERAGE	-4.0%	-2.9%	-2.9%	6.5%	-0.8%	-

*Net purchases measured as the % of consumers increasing purchasing, less the % decreasing purchasing vs. prior two weeks.

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

Consumption: **Increasing > 5%** **As Normal** **Decreasing >5%**

Consumption shifts: the human perspective

Immediate vs. long term demand

I used to buy more food for the day, right? Like vegetables, fruit and so on, of course, to eat during the day. **Now, I buy more essential goods**, rice, spaghetti, well, pasta in general, also lentils, flour for baking, **more such things that last**, but that also are healthy and nourishing.

Matías, 25-31, Spain

As for daily necessities, especially foods such as vegetables, eggs, meat, and fish, **we will definitely purchase more of them...Of course, I believe this is a short-term demand**. With the novel coronavirus cases getting fewer and fewer, and the recovery rate looking more and more positive, this demand could possibly decrease.

Male, 25-31, China

Differing use cases

Being secluded at home makes you get more personal hygiene products, like creams and personal care products. Since you have **more time to dedicate to your own personal care**, which normally due to work and studying, you don't have time to do that, but now we have this time available and we can use it to **take better care of ourselves**.

Hugo, 32-39, Spain

And then **cologne I'm not using that as much just because I don't really need to, I'm in my house**, so like no need to smell good for someone, or go out in public and smell good.

Drew, 18, US

Changing preferences

I'd say **we've done a lot more hard alcohol, vodka, tequila**, just type things where you can still kind of, end of a long day, have a little sip, have a drink. But it's **something that's going to keep a lot longer and probably something that you get drinking a lot less quantity**.

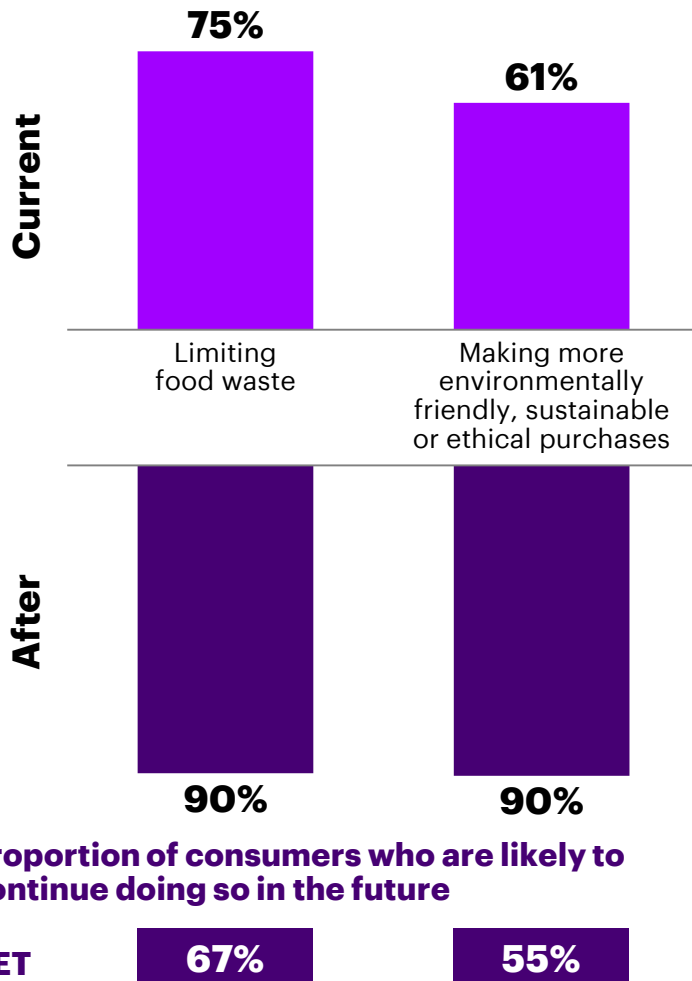
Casey, 29, US

I won't buy alcoholic beverages at all. Because after this epidemic, our **health requirements and standards will be higher** and higher. So now we will do fewer and fewer things that are not good for health

Duan Yu, 32-39, China

The rise of conscious consumption

Proportion of consumers who are changing their shopping habits



Proportion of consumers who are likely to continue doing so in the future

73 percent of those limiting food waste are also shopping more cost consciously.

Yet **74 percent** of those limiting food waste are also making more sustainable choices. **Both factors are at play.**

In China, posts with the hashtag #ditchyourstuff have been trending, exceeding 140 million views. Idle Fish, China's biggest site for used goods, hit a daily transaction record in March.

I'm learning that I can do with a whole lot less than I thought I could. I'm learning to check in all the corners in cabinets to see what food items I have. I'm checking freezers. I'm better organized.

Anita T, 46, Fairview, MI

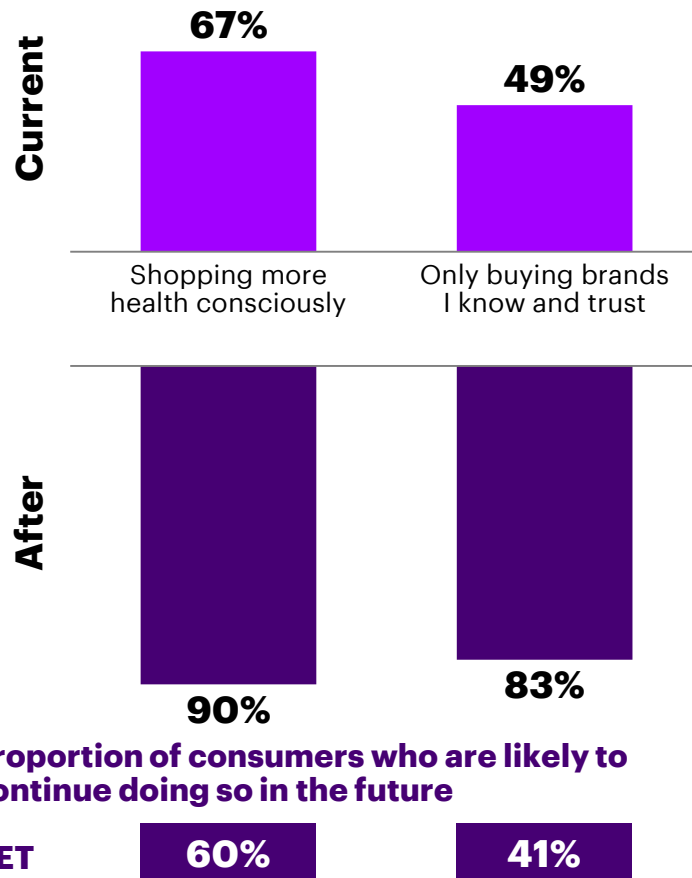
Current mindful attitudes extend beyond food. For both essential and discretionary products, this will mean greater consideration on both the extent and scale of actual need, and the broader societal impact of consumption.

In luxury goods, **Giorgio Armani** has heralded the dawn of "slow fashion" that "will make final customers perceive its true importance and value."

Source: [Vogue Business](#)

Consumers prioritize health and safety in the choices they make

Proportion of consumers who are changing their shopping habits



In China, the proportion of consumers now shopping more health consciously was **92 percent**.

Globally, organic produce sales have increased. In the UK, organic sellers saw a 26% increase in sales during March and April, whilst in France, some organic food shops are reporting growth of over 40 percent.

I would prefer to have the same quality during this period of confinement than risk compromising quality by buying different products.

Matías, 25-31, Spain

We still consider price and selection, but **now it's really about safety.**

Jennifer V, 47, US

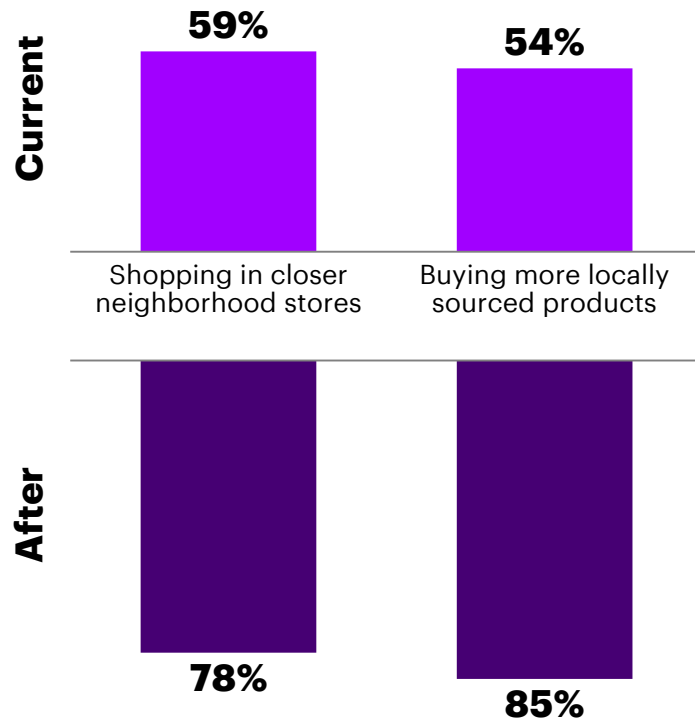
Transparency into supply chains helps to reassure shoppers on the product's safety and builds consumer trust.

In China, shoppers at online food retailers Meituan and Eleme receive a guarantee slip on delivery that includes details of the body temperature of the cooks, food packagers and couriers for every order, as well as their daily disinfecting routines.

Source: [Nielsen](#)

Demand for local goods—and local brands—is growing

Proportion of consumers who are changing their shopping habits



Proportion of consumers who are likely to continue doing so in the future



Net purchasing* of consumers that are prioritizing buying brands they trust

31.6%
LOCAL BRANDS

27.4%
NATIONAL BRANDS

-3.1%
GLOBAL BRANDS

High income earners are most likely to be shopping and buying locally

I will definitely try to choose as many local or domestic products as possible because from the current epidemic situation, China is quite safe now.

Duan, 32-39, China

New platforms have sprung up to help local businesses advertise their services and fulfill consumer orders.

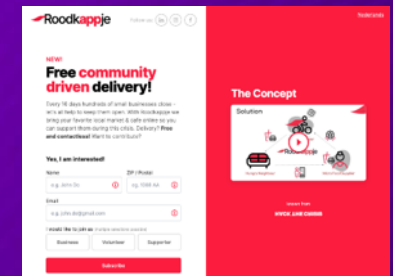
Italy:
Uniti Possiamo



Brazil:
Entrega.li



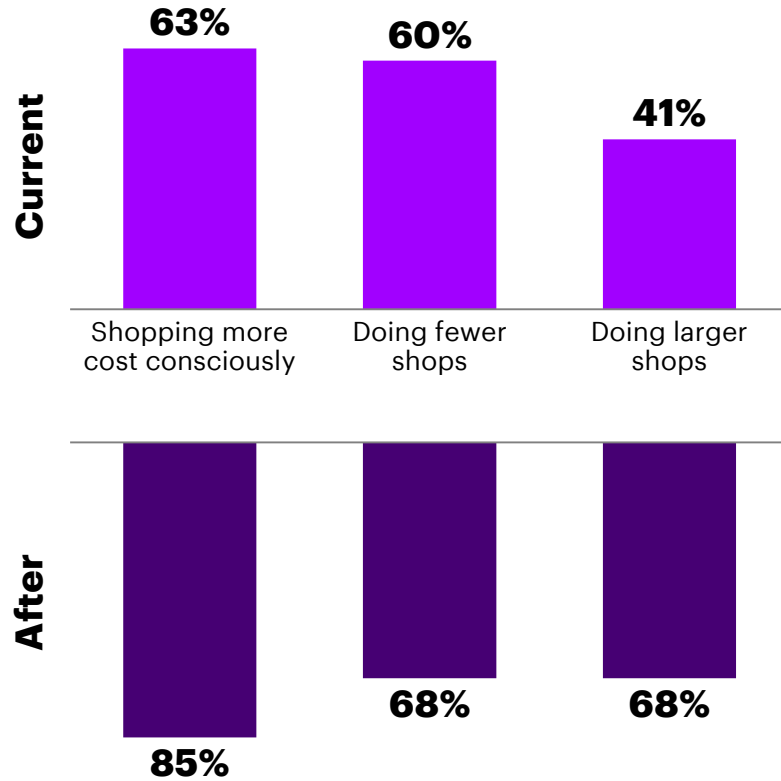
Netherlands:
Roodkappje



Source: COVID Innovations

Shopping efficiency is a current necessity

Proportion of consumers who are changing their shopping habits



When I forget something at the store I have just decided to live without it. That's why a lot more planning is involved before I do go. Those spontaneous trips to the store don't exist anymore.

Valentin E, 28, NY, US

I usually meal plan weekly. I have a whiteboard that I use and it also helps me keep track of stuff we need at Costco so we don't overspend as much.

Clair T, 35, TX, US

And now I have a different mindset. I like to think about what I might need for two weeks or so and stock up just in case something worse were to happen all of a sudden.

Angela, 45, TN, US

Proportion of consumers who are likely to continue doing so in the future



Source: Accenture COVID-19 Consumer Research, 5th-11th May, Accenture COVID-19 Food Study, Accenture Research COVID-19 CG&S Human Perspectives.

UK consumers made a **record-low** 14 trips a month to the supermarket in April.

However, the drop in frequency was more than offset by the **highest ever recorded growth** in average basket sizes.

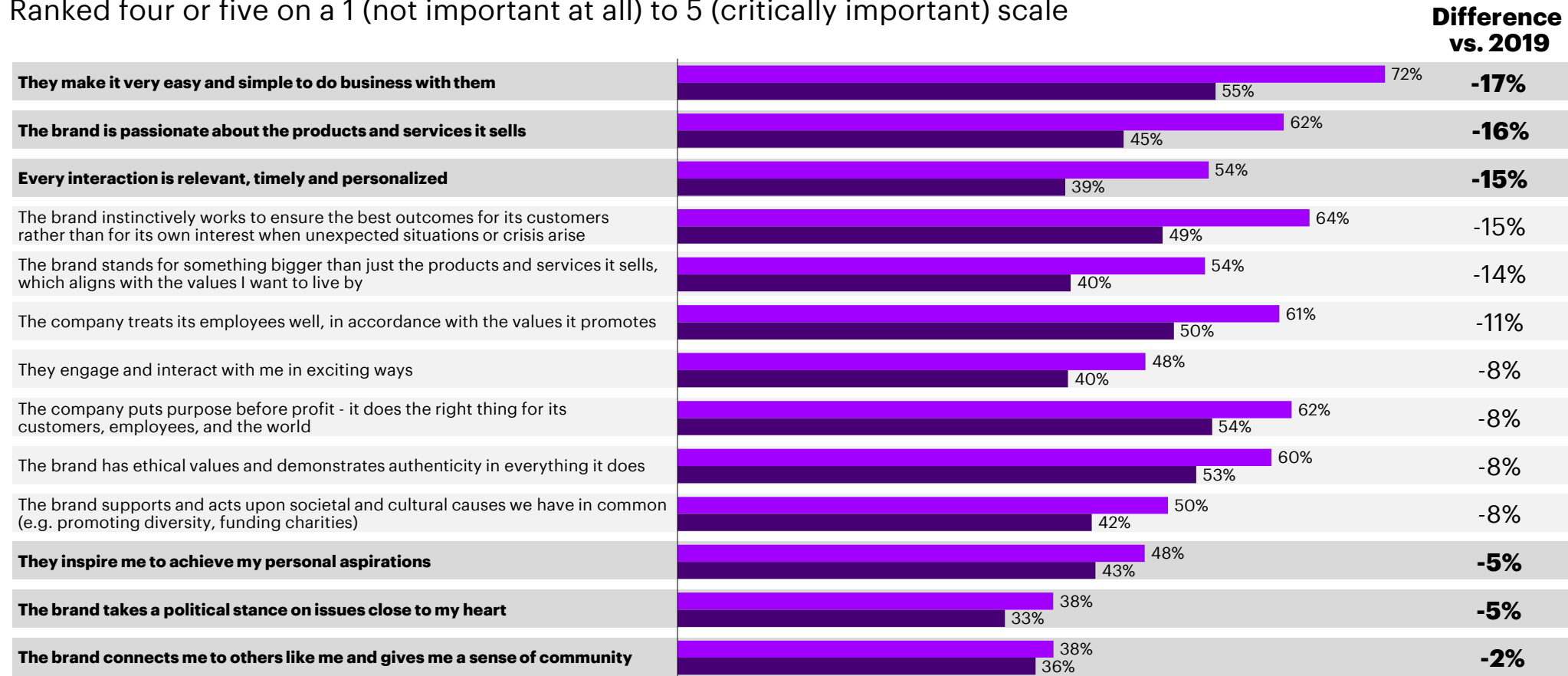
UK online grocer Ocado has seen the average size of orders grow by more than 50 percent.

Source: [Retail Week](#), [Ocado](#)

COVID-19 has reduced consumer interest in experiences, but some purpose-driven values have remained resilient

Proportion of consumers indicating that brand purpose and relevancy is important

Ranked four or five on a 1 (not important at all) to 5 (critically important) scale



48% of consumers think ethical, sustainable, and moral values will be more important in the future

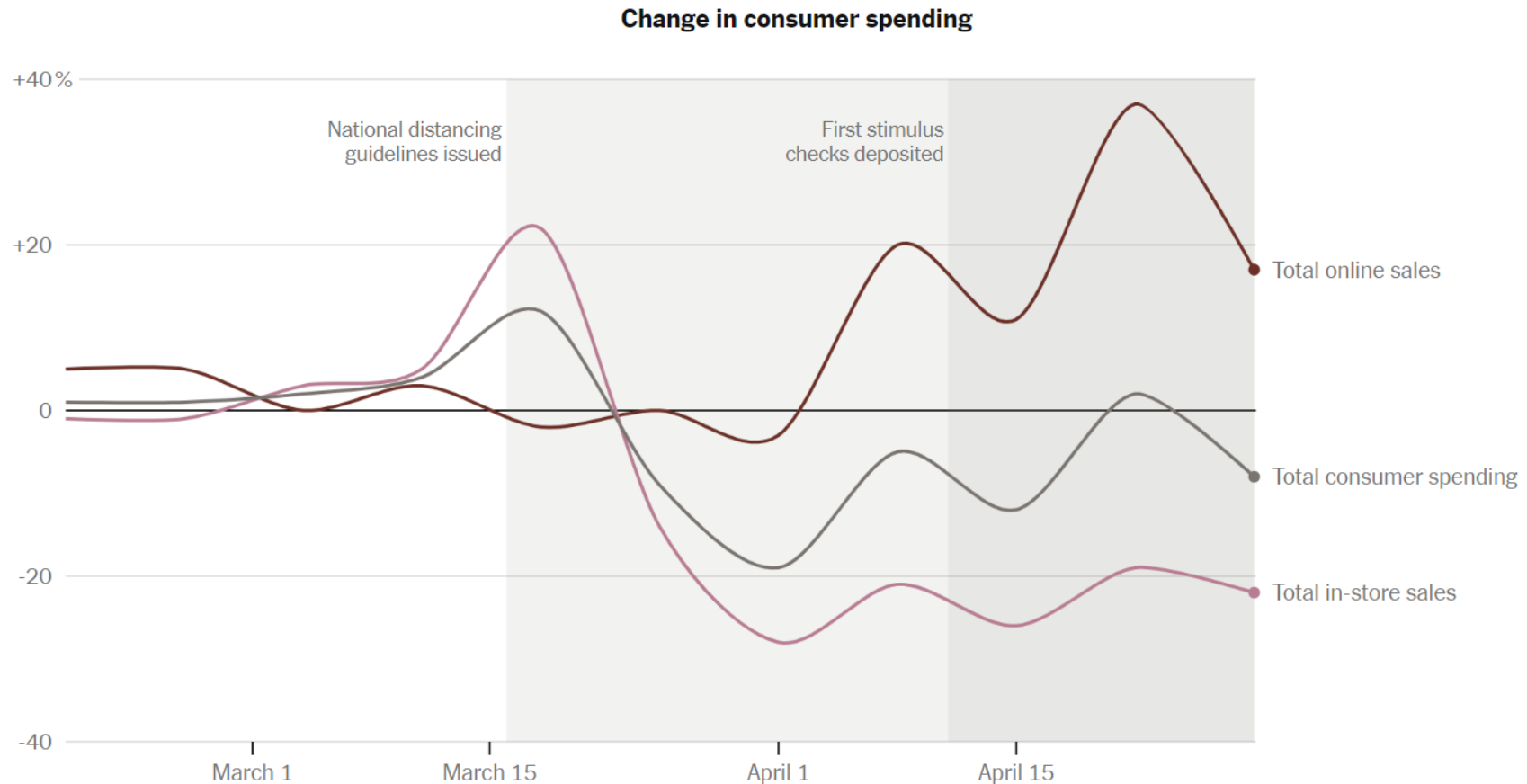
Only **3%** think they will be less important

2019 4th-11th May 2020

Source: Accenture Global Consumer Pulse 2019, Accenture COVID-19 Consumer Pulse, conducted 5th-11th May. *Global Consumer Pulse 2019 data does not include Saudi Arabia.

Demand has shifted online in the wake of store closures

Year-over-year change in consumer spending in US

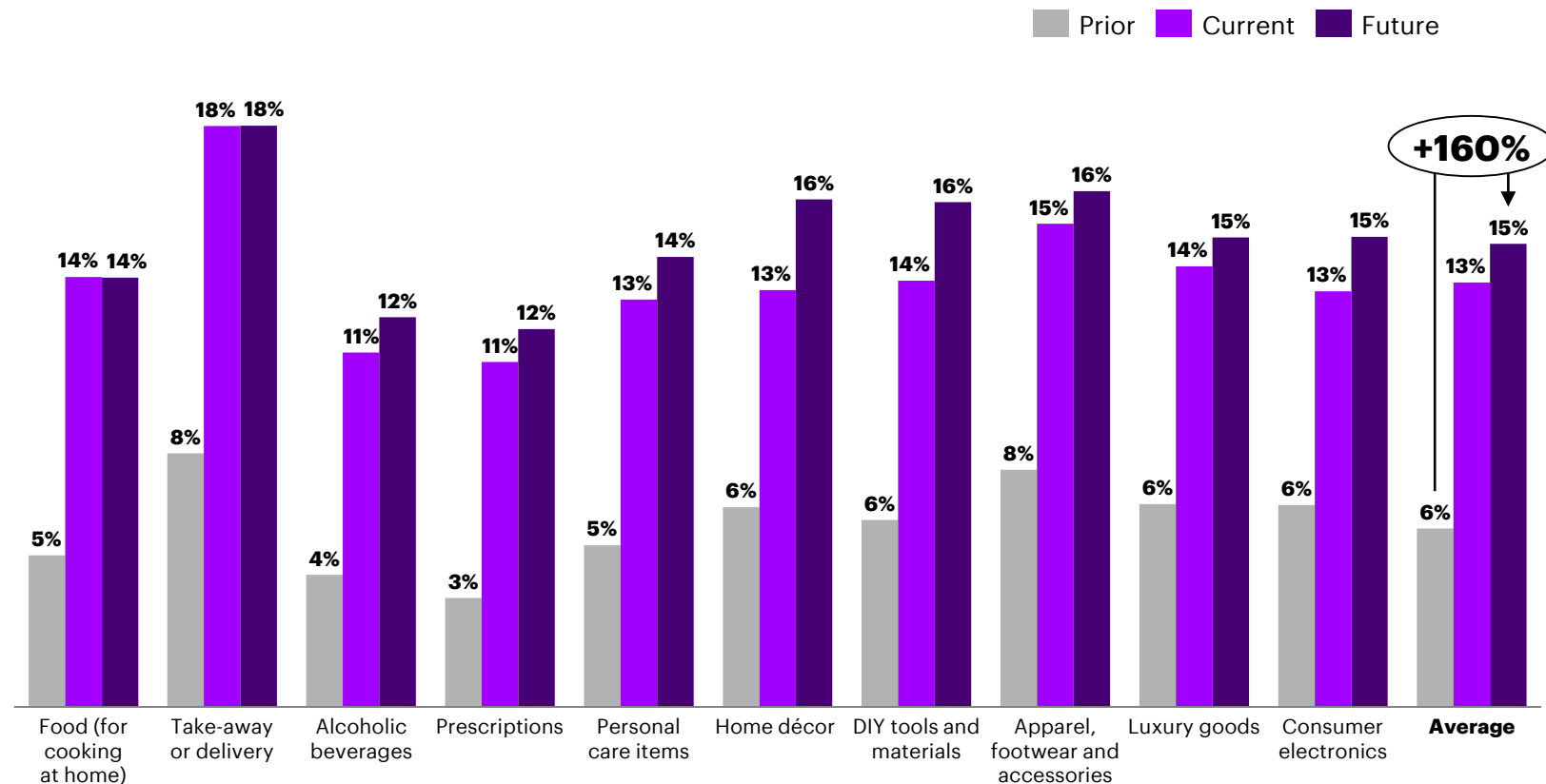


Source: Earnest Research via New York Times. Year-over-year consumer spending change in the US through April 29.

New users are turning to ecommerce, with long-lasting implications

Proportion of purchases made online by infrequent ecommerce users

Frequency of online purchases for consumers who used online channels for less than 25% of purchases prior to the outbreak



Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April.



Accelerating New Business Models

Picnic is a grocery delivery business with a difference. Deliveries are made on set routes at set times, enabling them reduce the cost to serve.

Demand is currently outstripping supply three-fold.

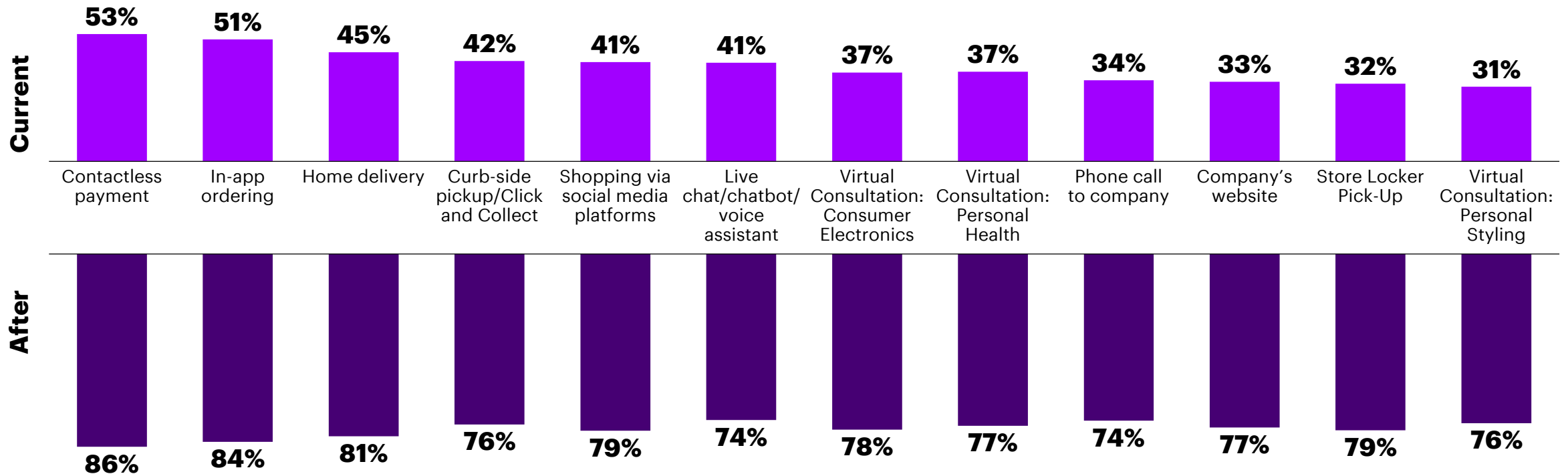
To cope, they have hired new employees, started deliveries earlier in the day, and increased the minimum price per order.

Picnic has also partnered with DHL to pick up returns from online shoppers when delivering their groceries. It started in two Dutch cities in early April, with plans to roll out to 100. Ultimately, they're targeting all types of online purchases, so that one day your new clothes will arrive with your grocery delivery.

Source: [RTL Nieuws](#), [Ecommerce News](#)

Consumers using omnichannel services are likely to continue doing so

Proportion of consumers who have increased usage of digitally-enabled services during the COVID-19 outbreak
 Consumers who have increased or significantly increased usage of those that use the service

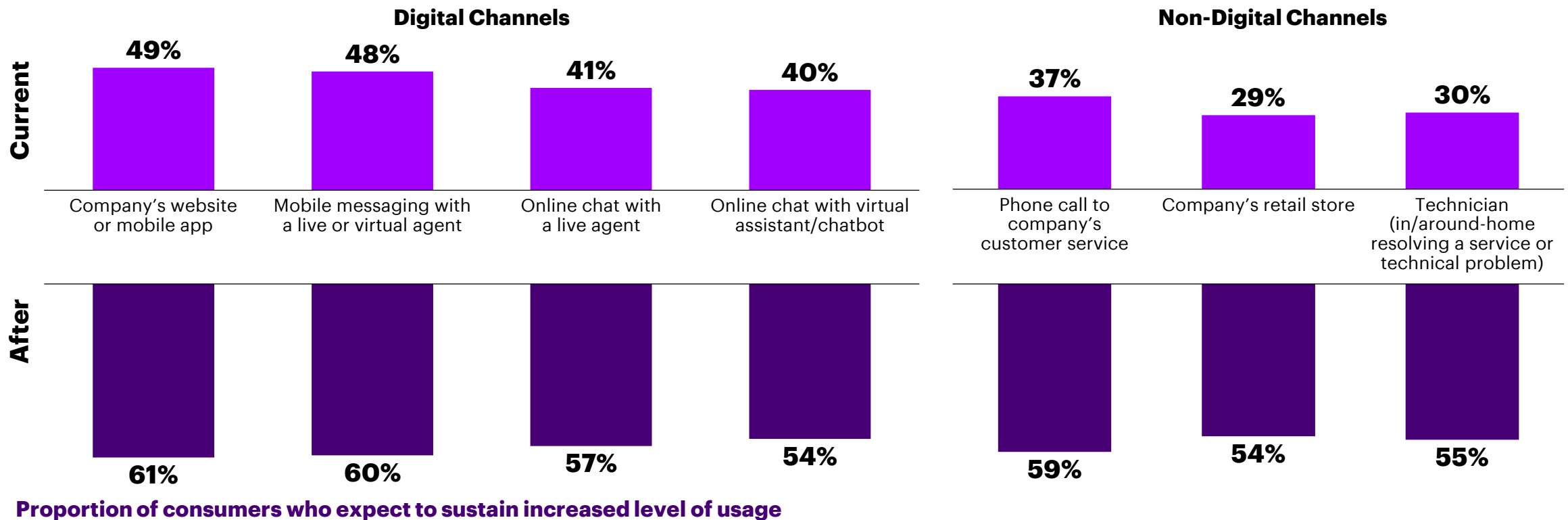


Proportion of consumers who expect to sustain increased level of usage

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May. Excludes those who do not use services

Consumers turning to digital customer service channels plan to use them more going forward

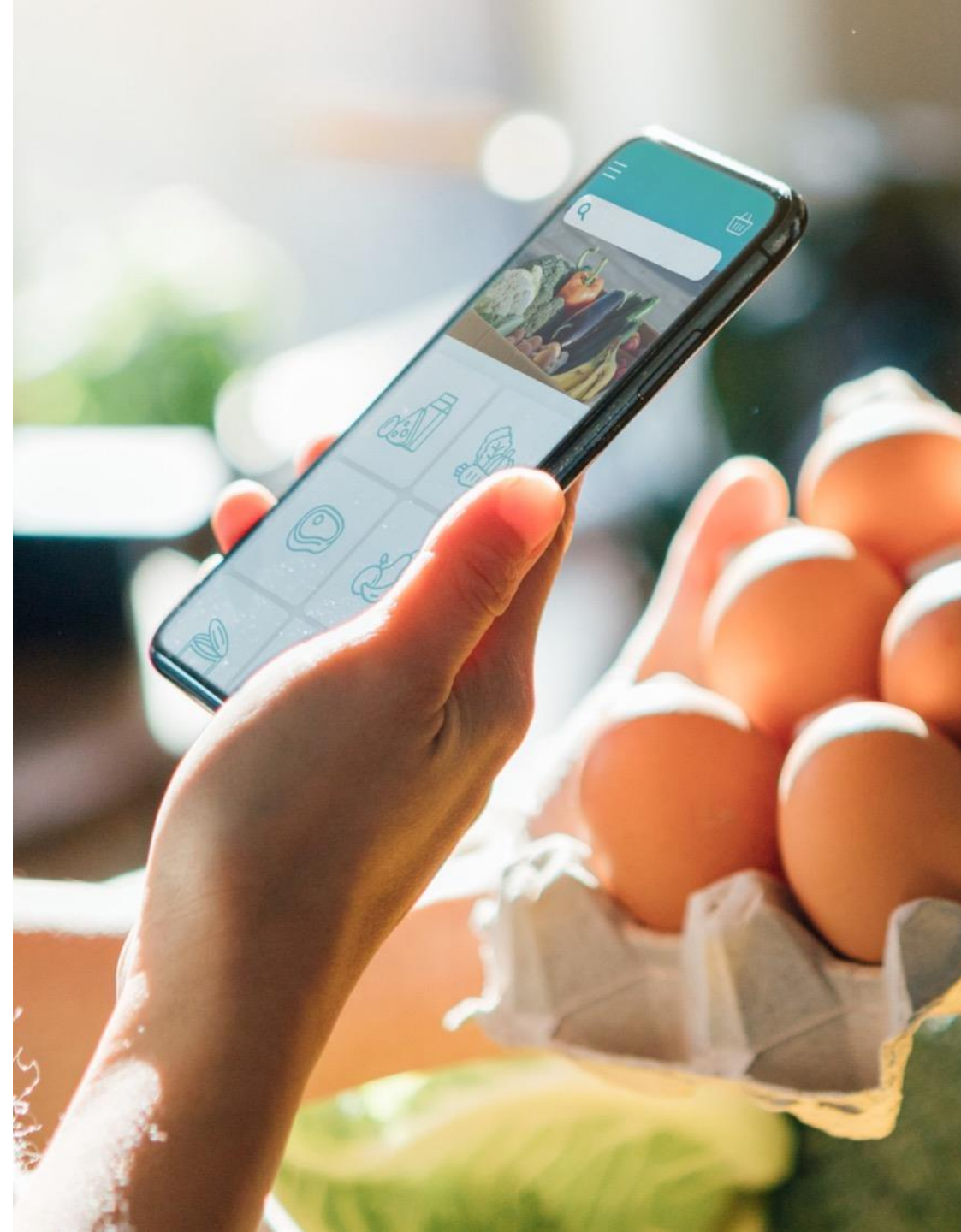
Proportion of consumers who have increased usage of customer service channels during the COVID-19 outbreak
 Consumers who have increased or significantly increased usage of those that use the channel



Source: Accenture COVID-19 Consumer Pulse, conducted 5th-11th May.

Implications

- The increased focus on **conscious consumption** requires that brands make it a key feature of their offer.
- **Health strategy** will remain a strategic differentiator for the foreseeable future (e.g. supporting healthy lifestyles for consumers, shoppers and employees).
- Brands should tap into the **demand for local** by highlighting local provenance, prioritising local brands, and redefining relationships with the traditional trade.
- Experiences that **improve the efficiency** with which consumers can shop—both online and offline, will improve the customer experience.
- Consumer goods companies need to substantially increase investment in **omnichannel capabilities** for both sales and customer service.

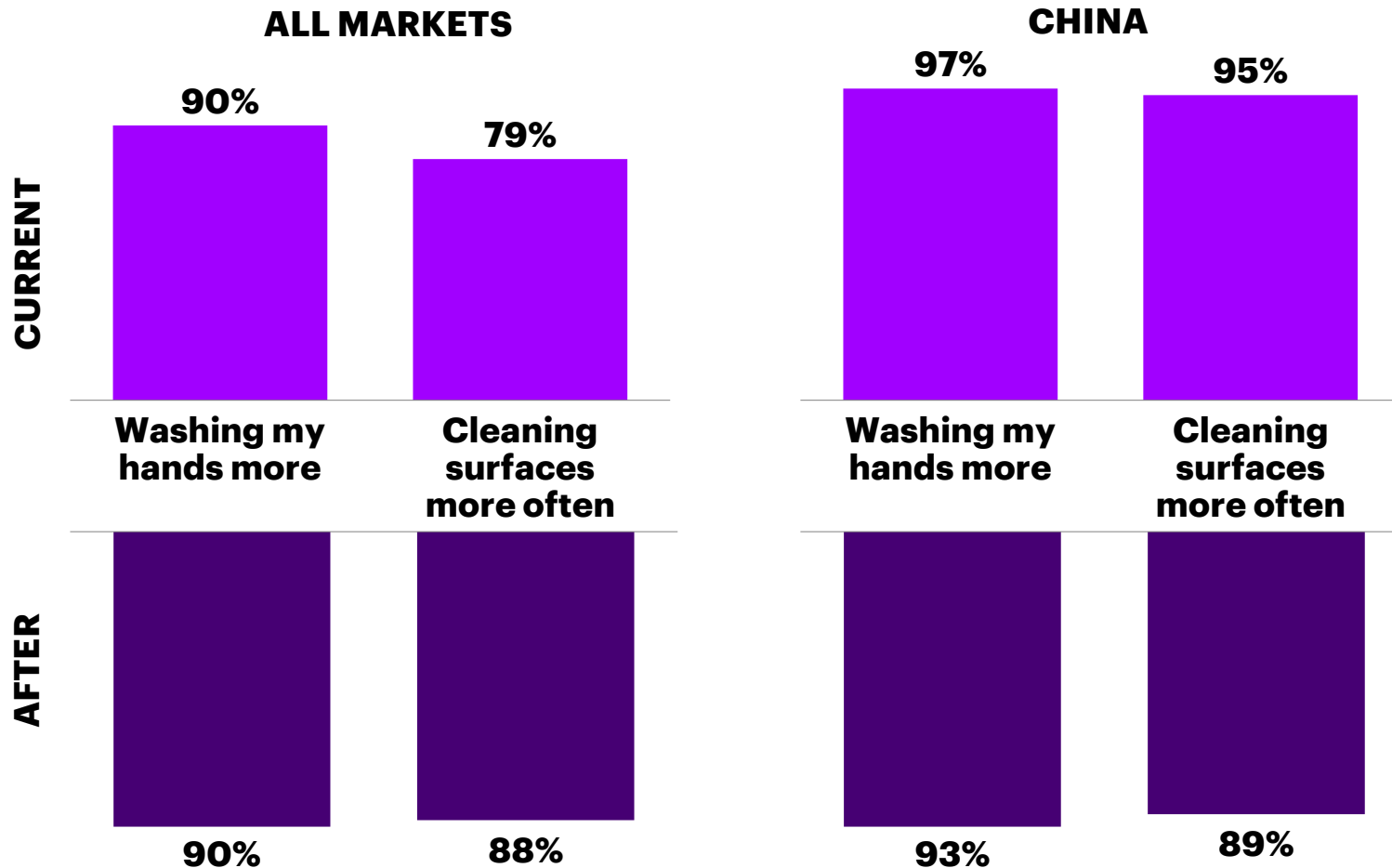


How We Live



Cleanliness is top of mind

Proportion of consumers whose personal habits have changed



Proportion of those whose habits changed that are likely to continue post-outbreak

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

[Before] you would use a product to clean your home to make it smell nice, but **disinfecting wasn't part of it.** I mean, it was like it smells nice, it aromatizes, it shines, that kind of thing; **that's what's changed.**

Blanca, 25-31, Mexico

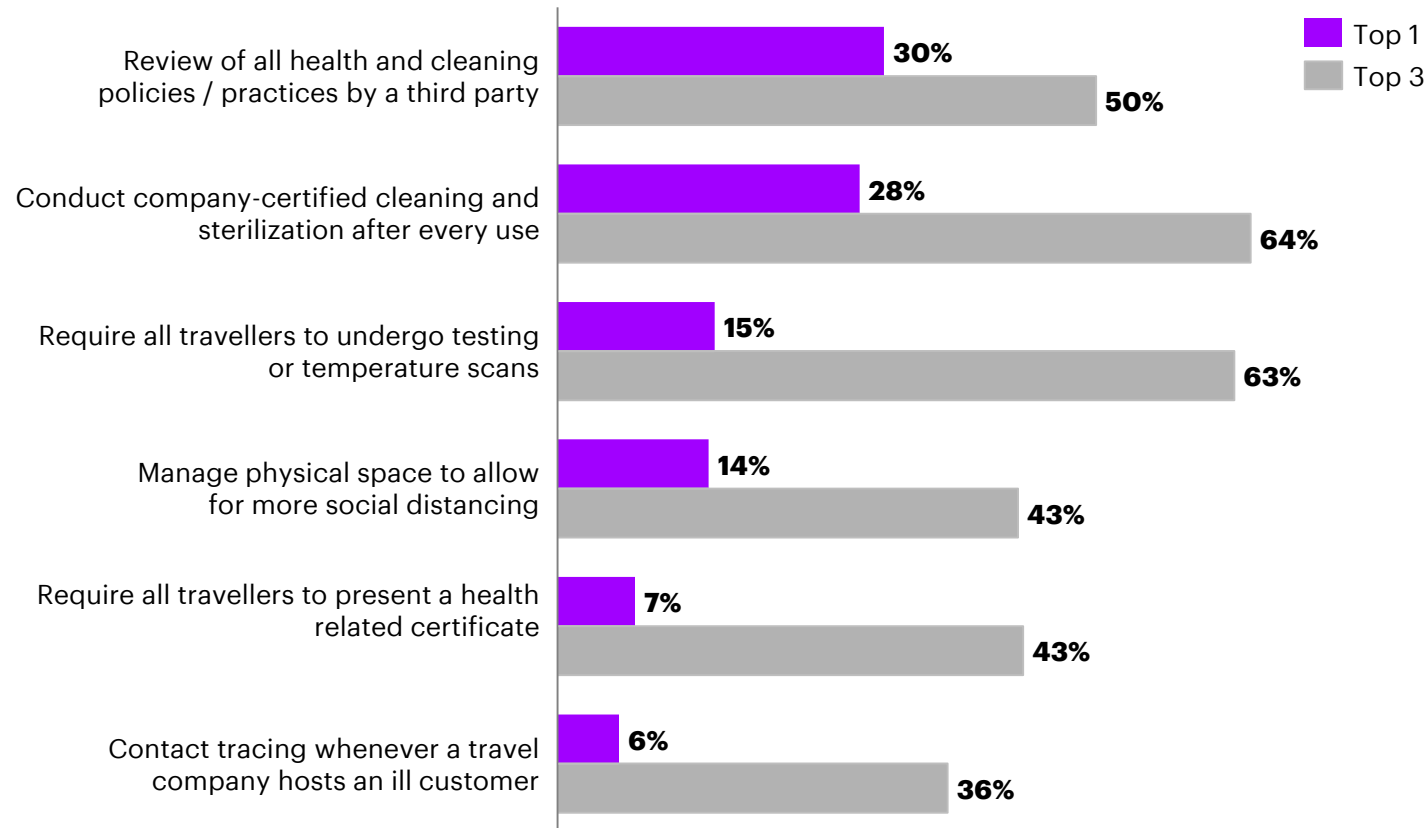
My life will be changed forever, I will never go back to pre-shelter. **Being clean and taking precautions will be my new norm.** This pandemic will be forever on my mind.

Juan W, 50, US

Source: Accenture COVID-19 Food Study, Accenture Research COVID-19 CG&S Human Perspectives.

Proof of good hygiene practices will be critical to restarting services

Top services travel companies could offer to reduce concerns about traveling



Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April.

In retail environments:

I want to see the employees wearing gloves. I want to see social distancing being practiced by the people standing on the lines. I want to see people in front that work for the actual supermarket wiping down the shopping carts.

Adap P, 56, Wappingers Falls, NY

I can foresee myself returning to eat in restaurants, but it may take longer if I know that the people in the kitchen are, for example, not wearing masks and are acting as usual.

Valentin E, 28, New York, NY

I will be sceptical about diners and restaurants in every way. There is just too much I don't see in the preparation period.

Adam P, 56, Wappingers Falls, NY

I think even after the COVID-19 outbreak is under control we should continue following the same precautions at the very least until there is a cure or vaccine.

Amy A, 40, Bosler, WY

Source: Accenture COVID-19 Food Study

Different forms of exercise have seen a boost as consumers prioritise keeping fit and healthy

Exercising indoors

57%

of consumers have started exercising more at home

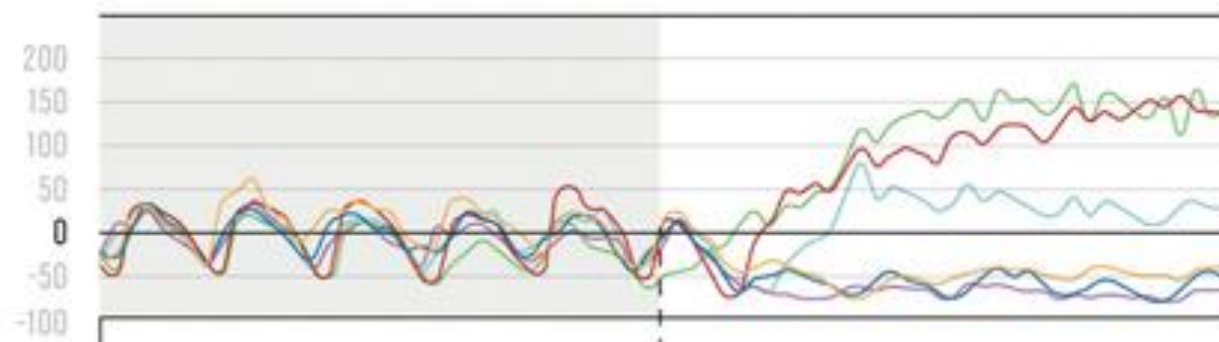
Exercising outdoors

28%

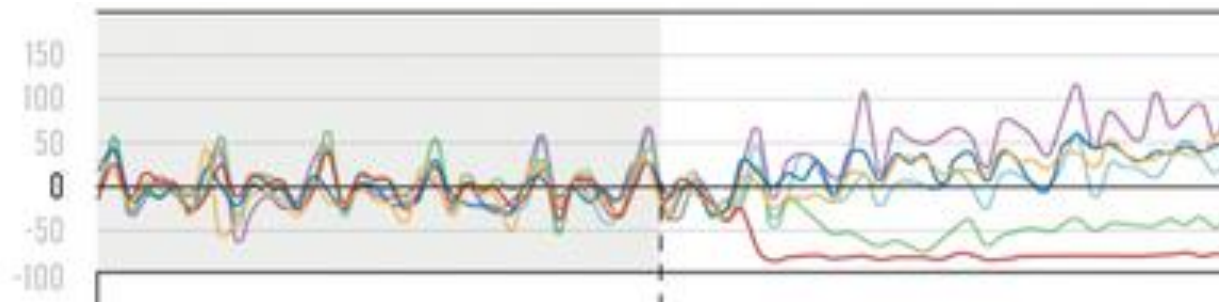
have started exercising more outdoors

Garmin smartwatch activity

Indoor running % change



Outdoor running % change



Feb 1st

Mar 9th

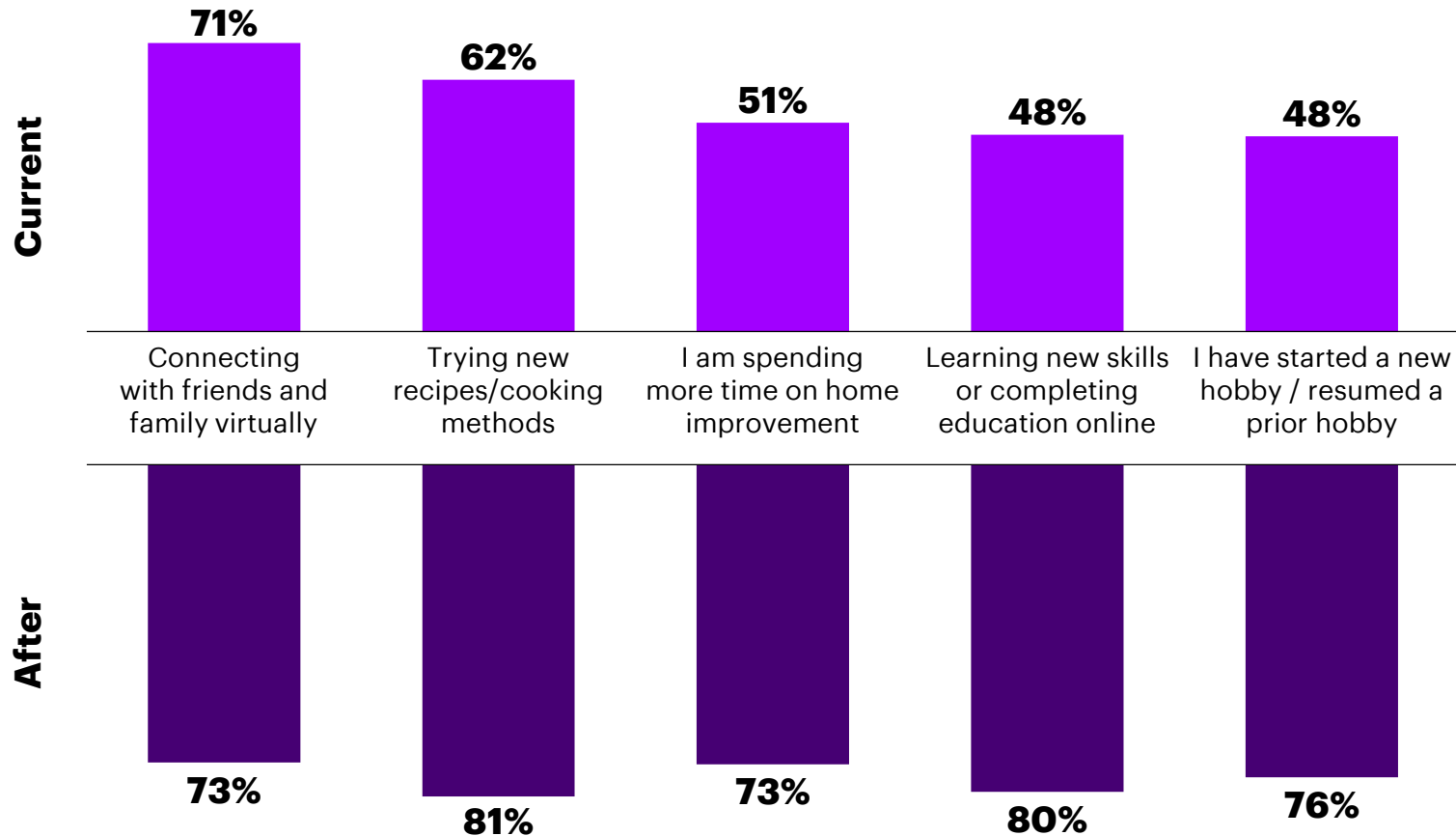
Apr 14th

- Italy
- Spain
- France
- UK
- Sweden
- Germany

Consumers are finding creative ways to spend their time

Proportion of consumers who have changed their leisure activities

Consumers who have increased or significantly increased usage



Proportion of consumers who expect to sustain increased level of usage

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

Clover Food Lab is a small vegetarian fast food chain in the US. The founders began **livestreaming cooking shows** every weekday in response to declining demand during the coronavirus lockdown.

During the show, called **In Ayr's Kitchen**, CEO Ayr Muir and special guests **teach participants how to make staples** including bread, soup and brownies. **Discounts** are often offered to **local suppliers**

Source: [Clover Food Lab](#)

Companies are exploring virtual alternatives of physical experiences to maintain connection with consumers

In February, **JD.com** partnered with Chinese music label Taihe Music Group and several alcohol brands to create an **online clubbing experience**.

They hosted a three-hour show each week, during which viewers could purchase spirits from brands including Budweiser, Rémy Martin, Carlsberg and Pernod Ricard.

According to JD.com, **sales of some featured alcohol brands increased by almost 70% and 40%** during some shows.

UK-based brewery **Brewdog** created an **online bar** named Brewdog Open Arms.

Anyone can register for the bar's free live events, which are held Wednesday-Friday every week. Events include "beer school" and "cook-a-longs" with experts, live art, and live concerts from bands who have lost work due to COVID-19.

The brewery calls it "**our answer to how we can still get together, share a beer and stay safe.**"

Food delivery service **DoorDash** is creating 'a **dining-out experience at home**' with restaurant chains like The Cheesecake Factory, Panera and Cracker Barrel.

Diners on now-popular 'virtual dinner dates' can recreate the restaurant experience at home by using free downloadable **video-chat backgrounds** that aim to transport diners into the eatery. **Spotify playlists** from the associated restaurant can also be streamed for added ambience.

Fortnite hosted a virtual concert featuring **Travis Scott**, which was watched by **12.3 million concurrent players**, a new all time record for the game.

Scott **revealed a new song** during the 10 minute set, while players celebrated the event with **themed in-game items**. Encore events were made available for those that missed it, where players could still interact with Scott's avatar.

South African-based specialised gym **Performance Purist** is continuing to serve its members whilst premises are closed by offering virtual classes in real-time.

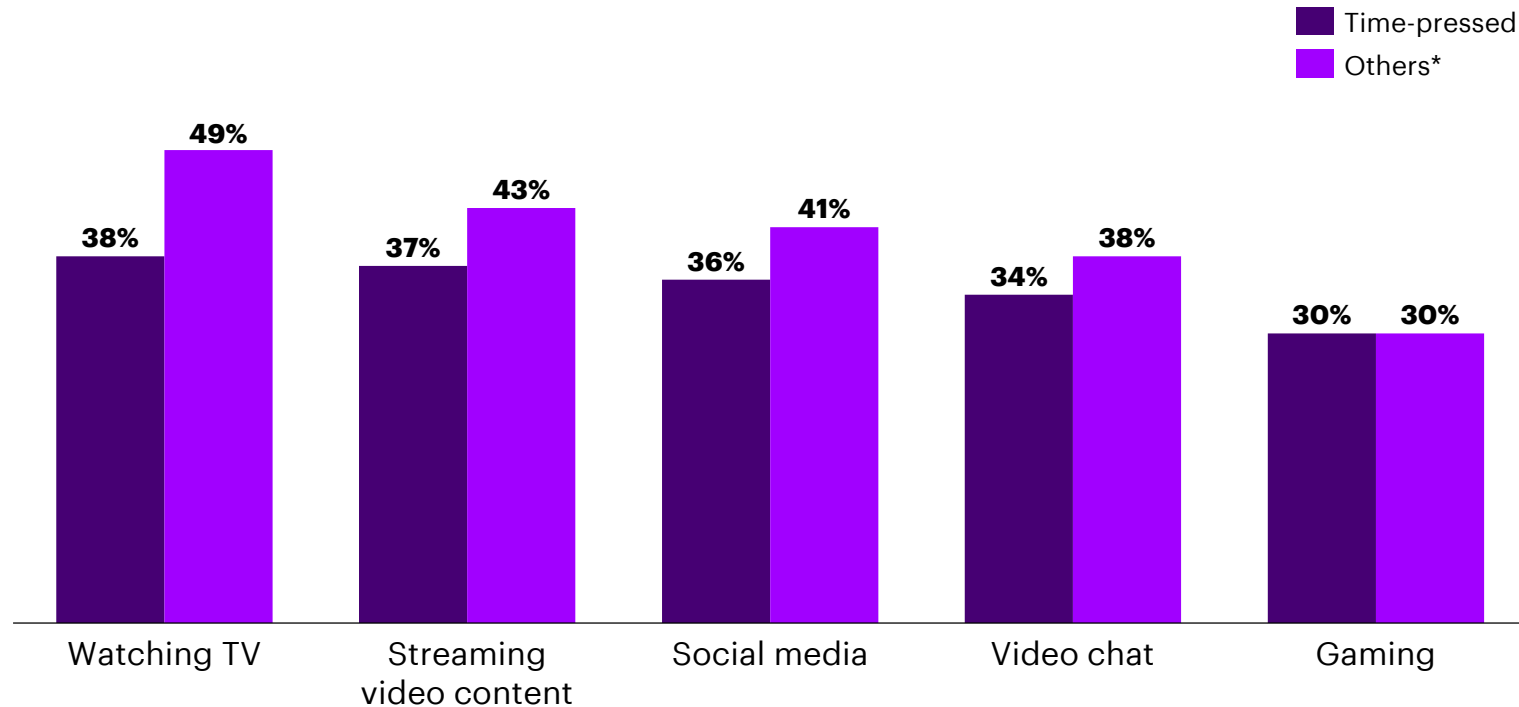
In the first two weeks of launching the new model, **membership grew by 10%**.

"Staying online with our clients as quickly as possible to be consistent in our client's lives was the immediate goal" says Joshua Capazorio, Performance Purist's owner

Media consumption has increased, even by time-pressed consumers

Net change in time spent on leisure activity from before the outbreak

% of consumers who increased time spent less % who decreased time spent



*Does not include Minimal Change consumer type.

Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April.

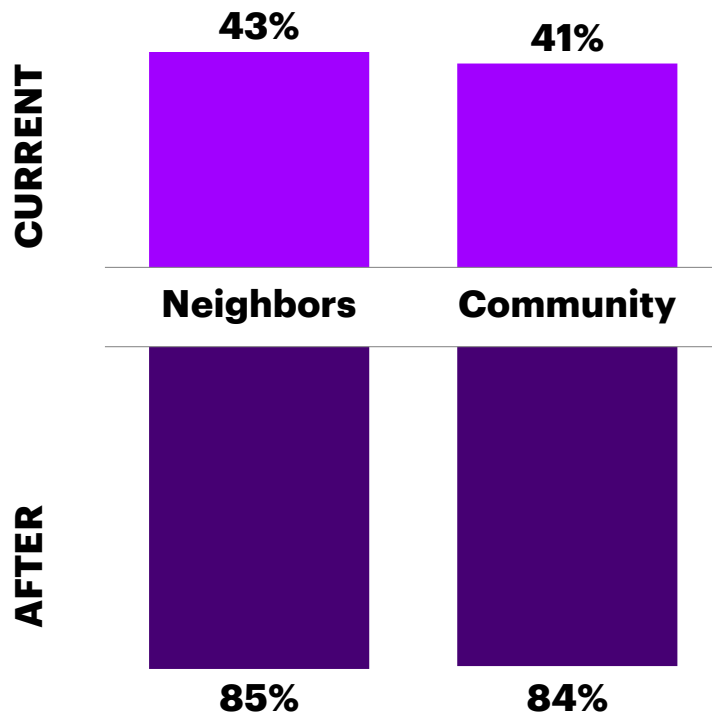
NBCUniversal is accelerating its plans to launch its **Checkout platform** in June, which will blend content and commerce. Any video or web article can be turned into a native shoppable experience where purchases can be made from a retail partner.

The move is designed to offset falling ad revenues from the cancellation of sports fixtures, while supporting retailers who have closed their stores.

Source: [eMarketer](#)

Communities are playing an important role in providing both physical and emotional support

Proportion who feel more connected to...



A UK county has established a volunteer network for people in need around them. Volunteers are helping in the most simple ways to collect and deliver shopping, help to care for pets and put out bins for vulnerable community members.

In Jakarta's *kampungs*, communities took action before the government to impose hyper-local lockdowns. Organised via WhatsApp, local taskforces initiated self-imposed quarantining, sealed off entrances and even started making their own hand sanitiser. Food distribution has also become hyper-localised. The Urban Poor Consortium has mobilised a small team of volunteers to buy groceries for whole neighborhoods in North Jakarta and deliver them with minimal contact.

Proportion of whose strengthened connections are likely to be sustained post-outbreak

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May. [Somerset County Council](#), [National Geographic](#)

The only benefit is that you can spend more time with your family and have more time to do things that you haven't done before. Helped parents more at home, ... met several new neighbors

Female, 18-24, China

If there is a positive to come out of this situation, it's the feeling of connection with neighbours. It has prompted more feelings of concern for the welfare of vulnerable neighbours which I feel will continue after the coronavirus ceases

Female, 56-69, Australia

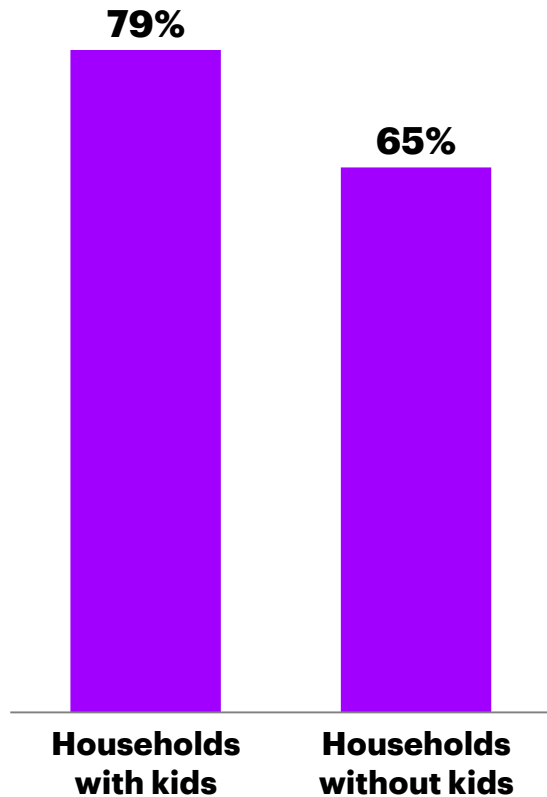
I look forward to being able to interact in person with community and friends! I didn't realize how important my church community was to me until I wasn't able to go to choir practice and sing each Sunday

Female, 56-69, US

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

Families are welcoming the opportunity to spend more time together

Proportion of consumers who feel more connected to family



I loved to eat out because I hated to cook. Now I cook or someone else in my household does. Every night we have a home cooked dinner. It's different because usually all of us are never home and just pick up something on the way home. I think it does have a positive impact because **it brings us closer together and having home cooked meals every night like I was 10 years old again.**

Karyn B, 57, Munster, IL

This quarantine for everyone has allowed me to spend time talking with the kids about their fears, their hopes, their dreams, and things in general. Being intentional and vulnerable with the kids have brought us closer.

William W, 49, Redmond, WA

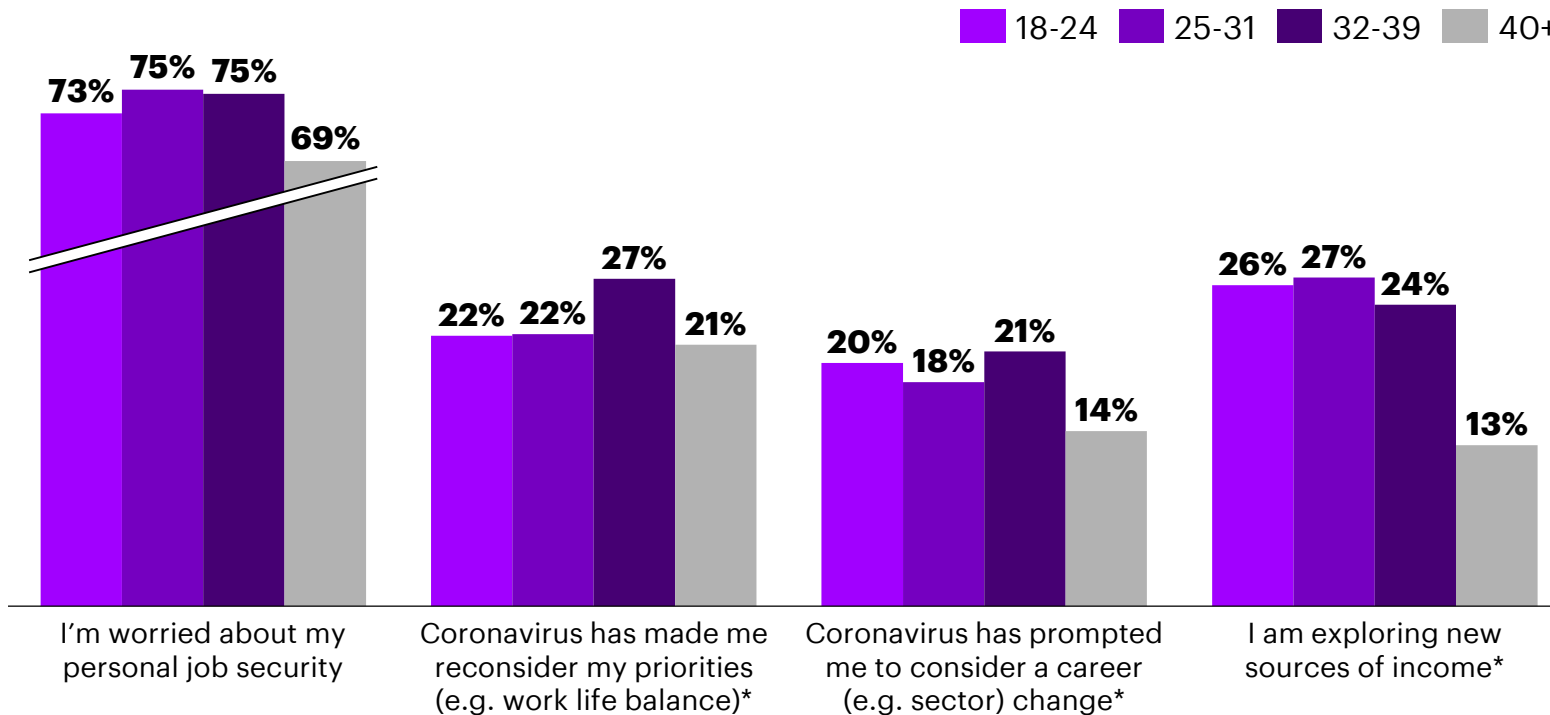
Finnish dairy firm Valio created an online Easter table where up to 12 friends and family can 'sit' together on video chat—and even help to prepare food.



Source: [Valio](#)

Younger generations are reconsidering their life choices in the wake of COVID-19

Consumers making or considering major life changes



The stress of working two jobs was getting to me bad and now I'm realising I shouldn't have to [overwork myself] for more money if it leaves me no time to enjoy the things I love
Furloughed Female, 25-31, Australia

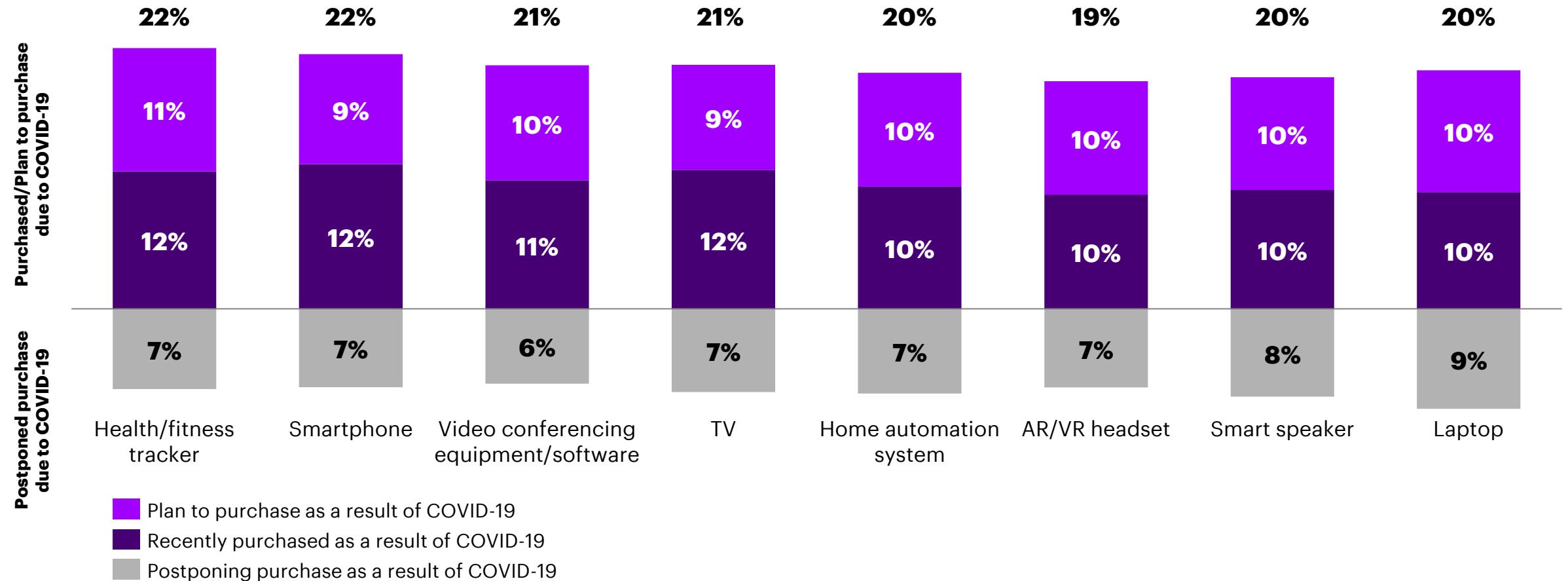
[On how life will change]:
 Review my priorities and change jobs. Take a step back and enjoy life
Employed Female, 25-31, France

Life at home made me realize that the best priority in life is my health and health of my family and friends
Employed Part-time Female, 25-31, USA

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May. *Proportion who significantly agree with statement.

Around 1 in 5 consumers are purchasing consumer electronics as a result of COVID-19

Influence of COVID-19 on purchase decisions

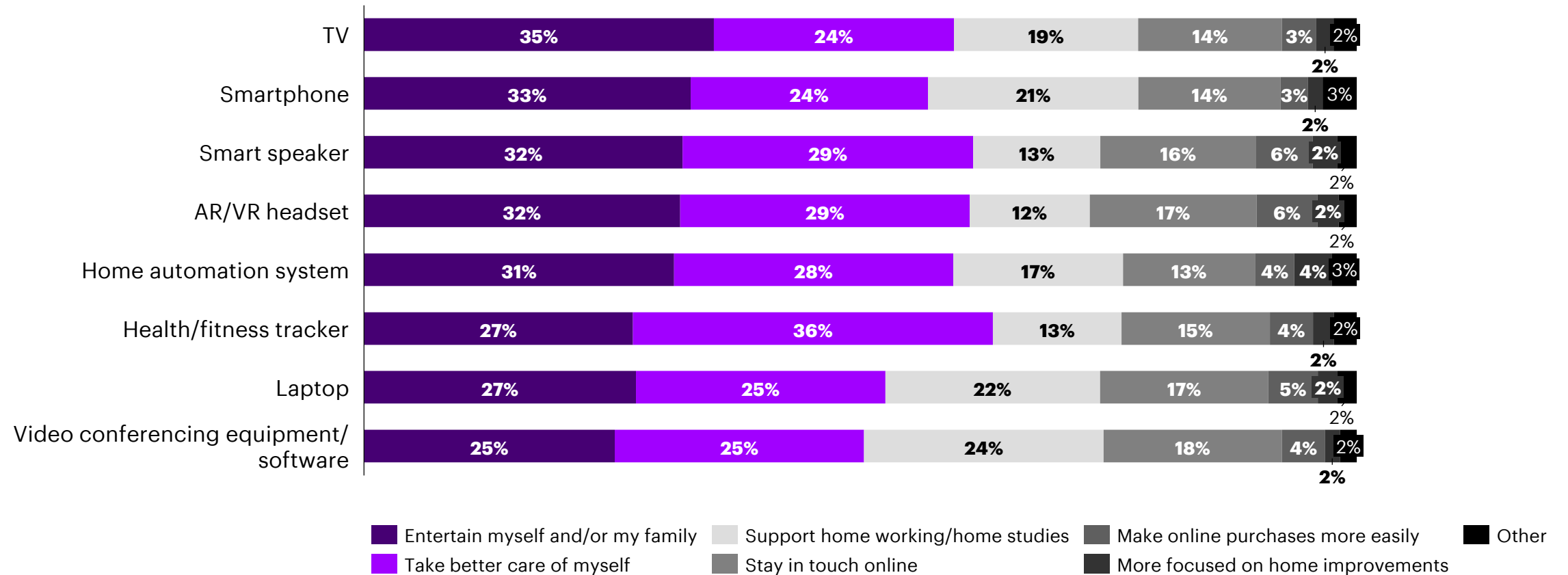


Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April.

Entertainment and self-care are driving device purchases made due to COVID-19

Main reason for making or planning a device purchase

% of consumers who purchased/plan to purchase device due to COVID-19

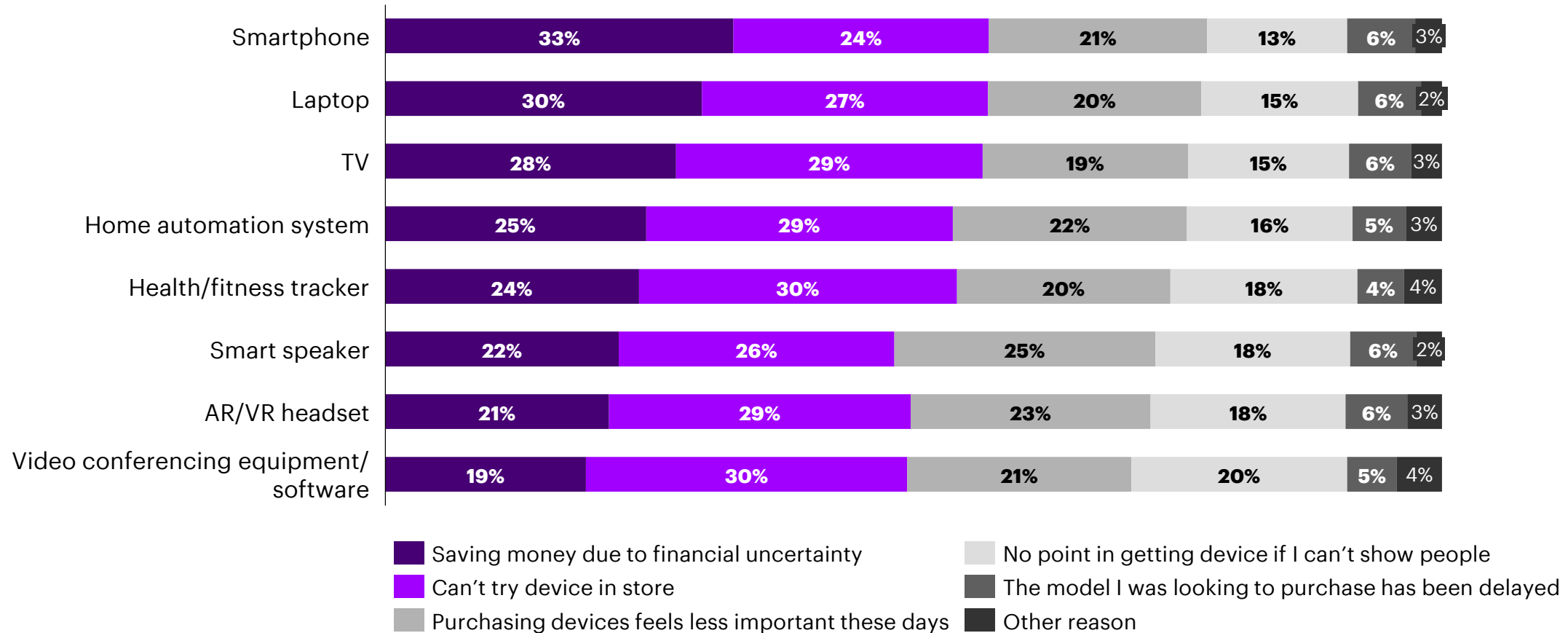


Source: Accenture COVID-19 Consumer Research, conducted 17th- 27th April.

The economic and societal impacts of the outbreak are forcing some consumers to re-evaluate their device purchases

Main reason for postponing device purchase

% of consumers who postponed device purchase due to COVID-19

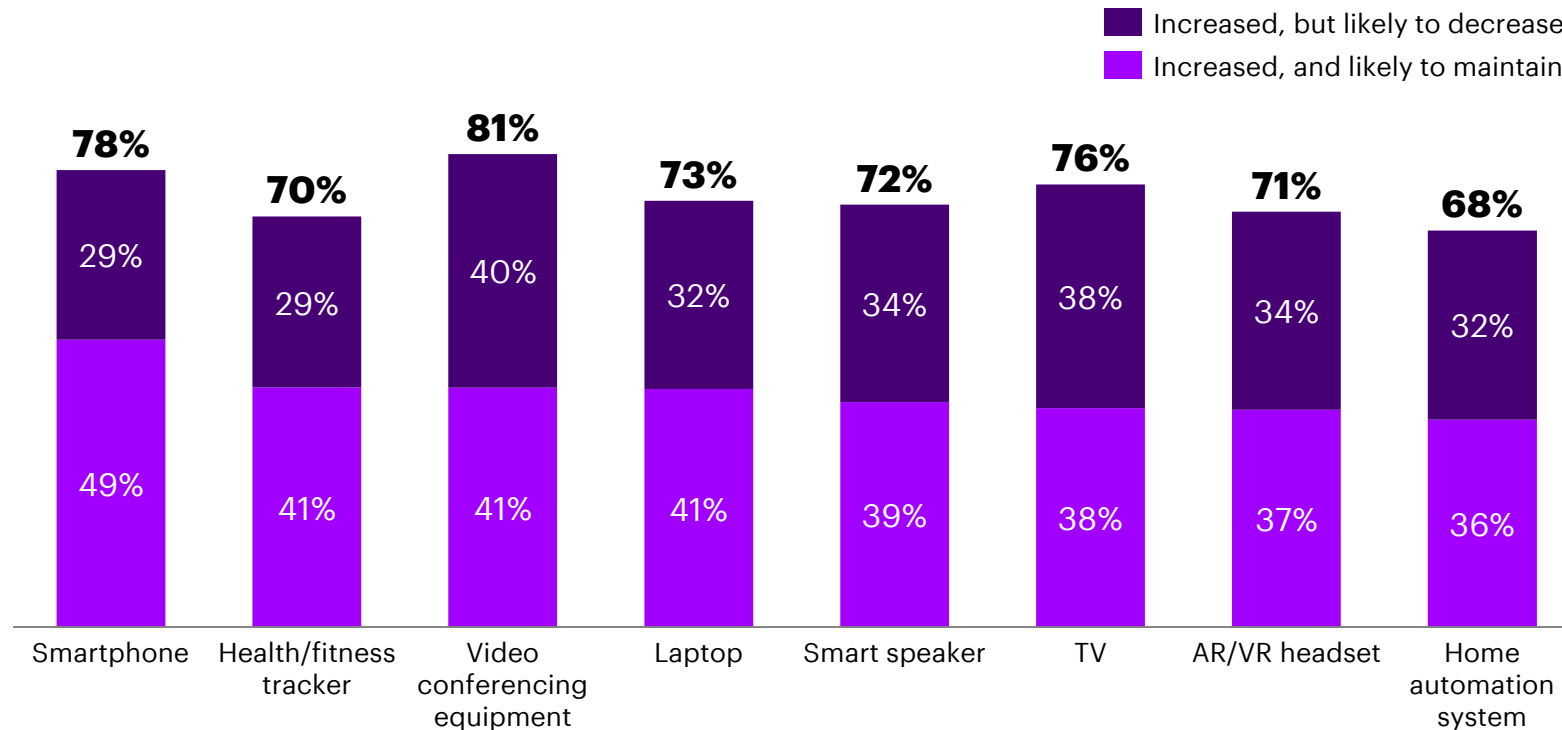


Source: Accenture COVID-19 Consumer Research, conducted 17th- 27th April.

Device use is increasing, though around half is likely to be temporary

Proportion of consumers who increased device usage as a result of COVID-19

% increased, and likely to maintain increased use once the outbreak is over
vs. % increased, but likely to decrease



Facebook saw a **27 percent jump in website visits** in the U.S. within 2 months, while app use only increased 1.1 percent over the same period.

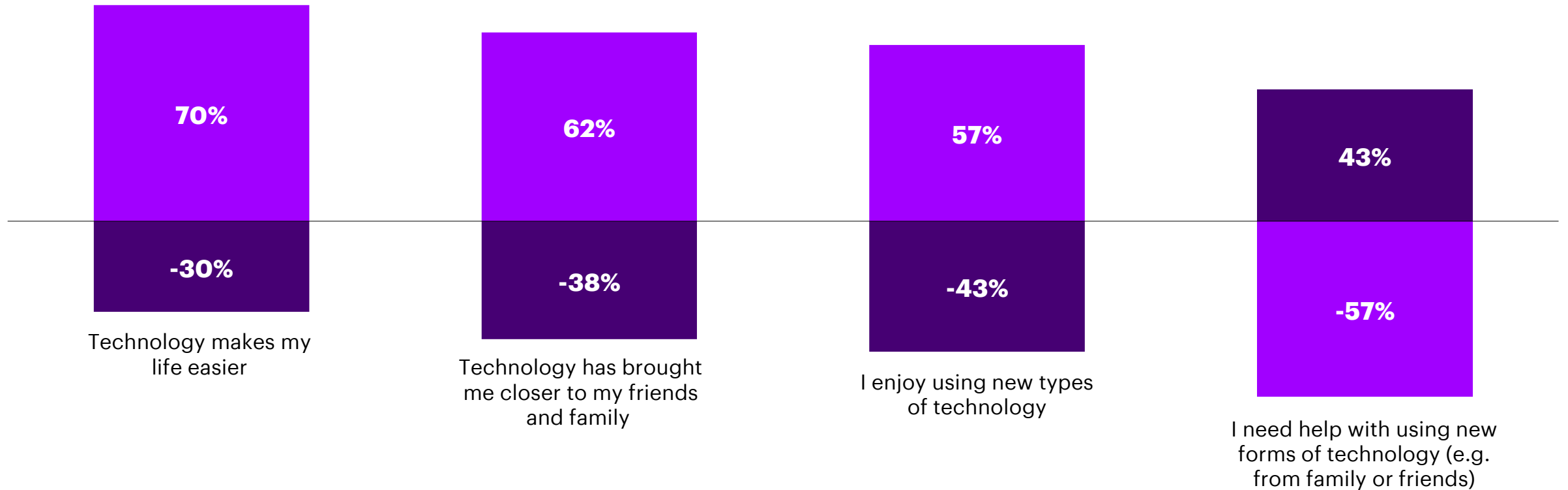
Likewise, **YouTube website visits increased by 15 percent** and app use declined by 5 percent.

Source: [NYT](#)

What does the digital divide look like?

About a third of people are struggling with technology

Proportion of consumers who are comfortable using technology during COVID-19



Source: Accenture COVID-19 Consumer Research, conducted 2nd-6th April.

Implications

- Increase focus on any opportunities for **personal health and hygiene** within your portfolio.
- Explore how and where your consumers are spending their time—through new leisure activities or on devices. Identify the **new occasions and channels** you can engage them through.
- Authentically engaging with **local communities** could be a highly successful company or brand strategy. Consider too the **role of family**.
- Recognise the **shifting priorities** of your consumers to identify ways you can help them to achieve their personal aspirations
- Increase the relative focus on **digital vs. traditional tools** to engage with consumers and improve experiences.

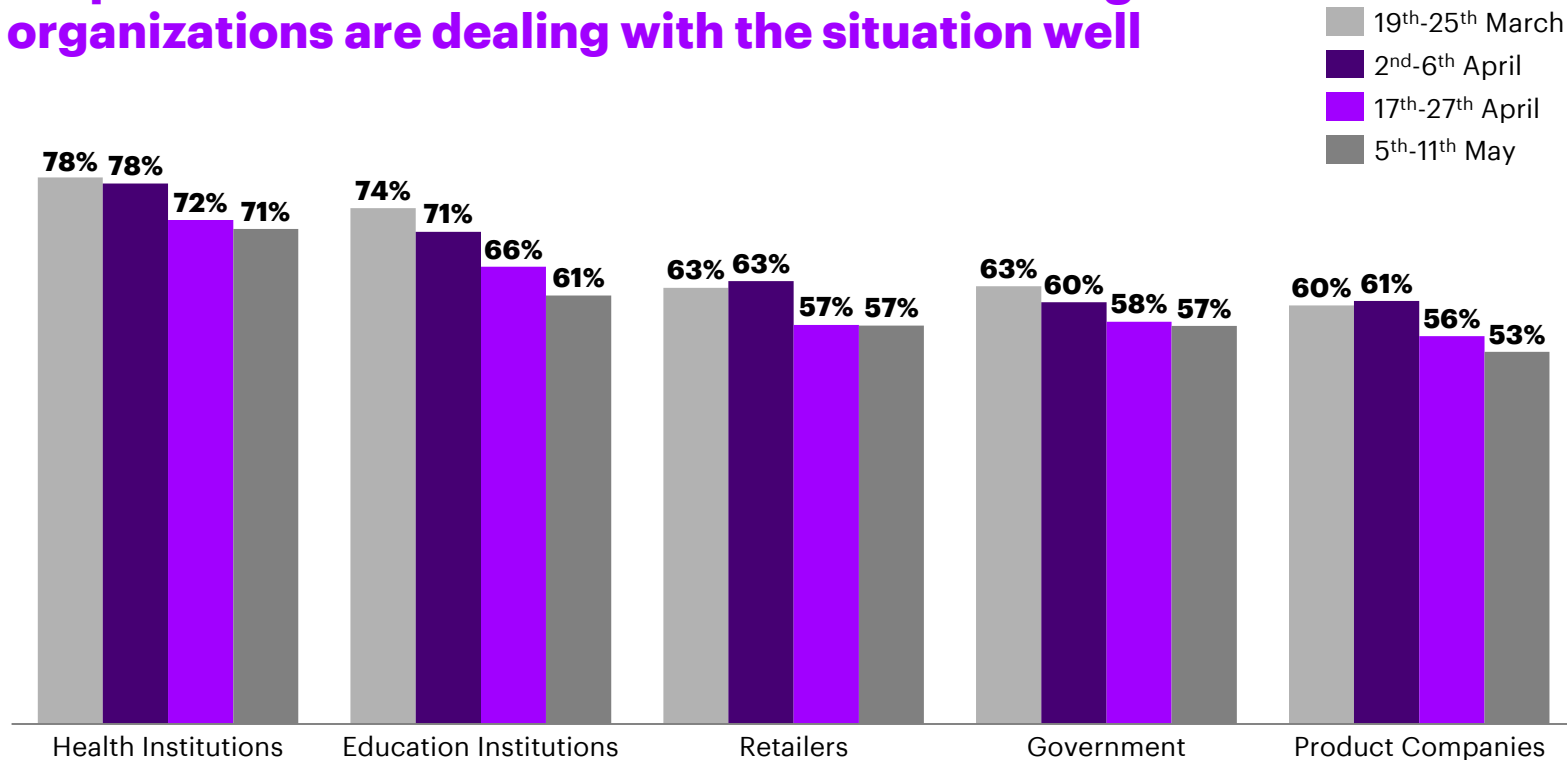


Trust in Institutions



Patience with organizations is starting to wane

Proportion of consumers who feel the following organizations are dealing with the situation well



53% think **banks** have responded well

49% think **the media** has responded well

In South Korea, restaurants and bars, who have largely remained open during the crisis, faced the worst criticism.

Just **29 percent** thought that restaurants had responded well, and only **17 percent** felt the same for bars.

Bars in Seoul were since closed on May 10th after over 100 cases were linked to the city's nightlife venues

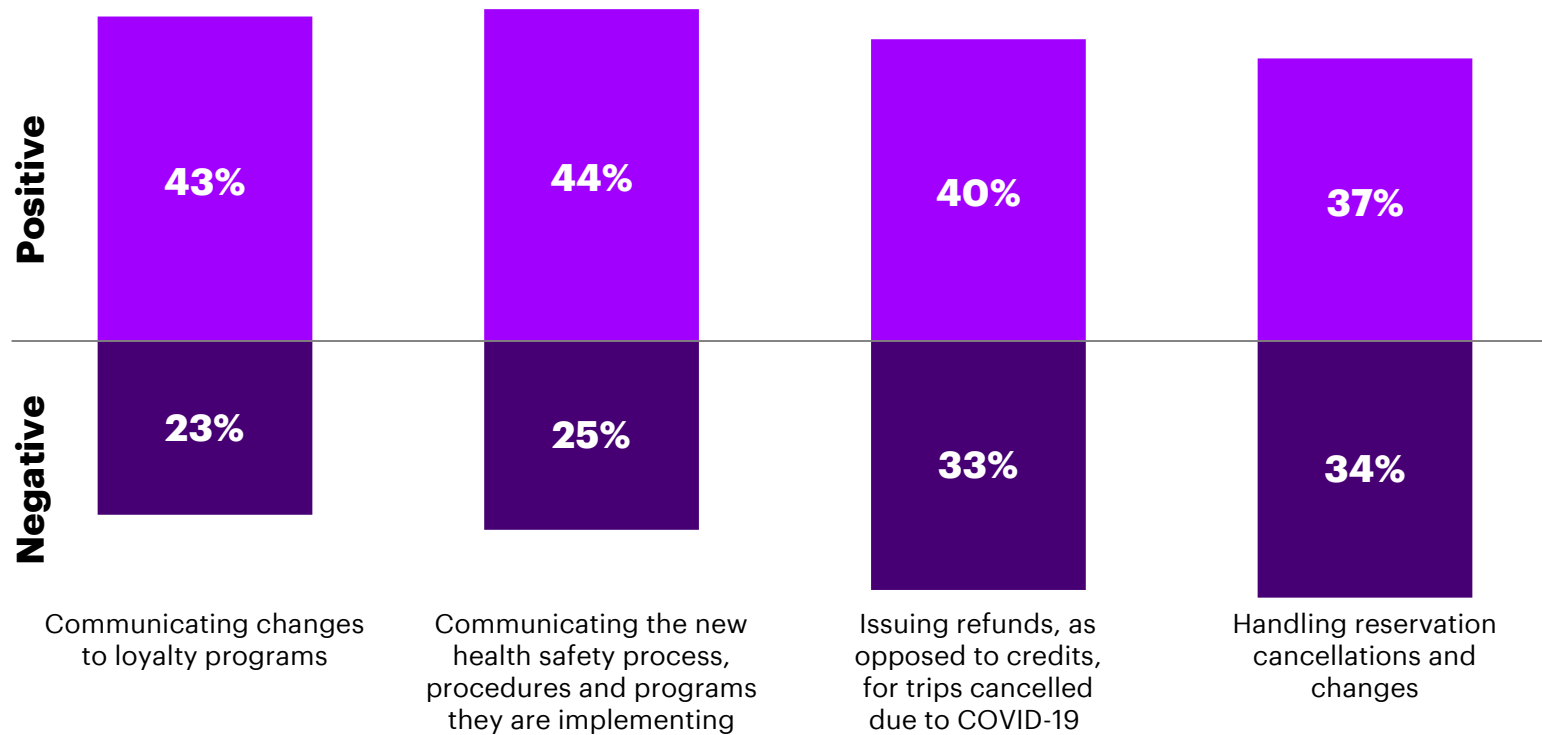
Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May. [CNN](#)

Source: Accenture COVID-19 Consumer Research, conducted 19th-25th March, 2nd-6th April, 17th-27th April, 5th-11th May.

The response of travel companies has been particularly poor and inconsistent

Consumer rating of travel company response during outbreak

% positive (good or very good) vs. % negative (bad or very bad)*



I'd like to see people **step up their customer service** as well now that they realize not to take their customers for granted.

Daniel F, 29, Eugene, OR

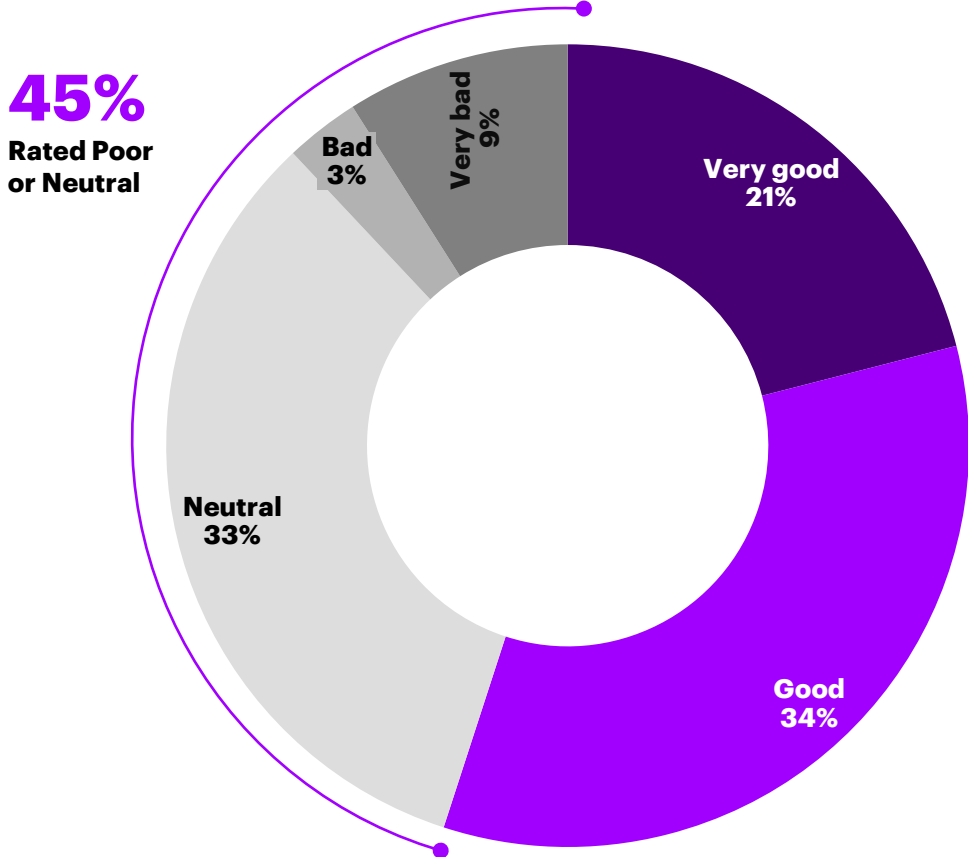
Source: Accenture COVID-19 Food Study

*Limited to consumers who traveled or had plans to travel during COVID-19 outbreak, and experienced the respective response.

Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April.

Employer responses have been mixed, with forty five percent at risk of reputational damage

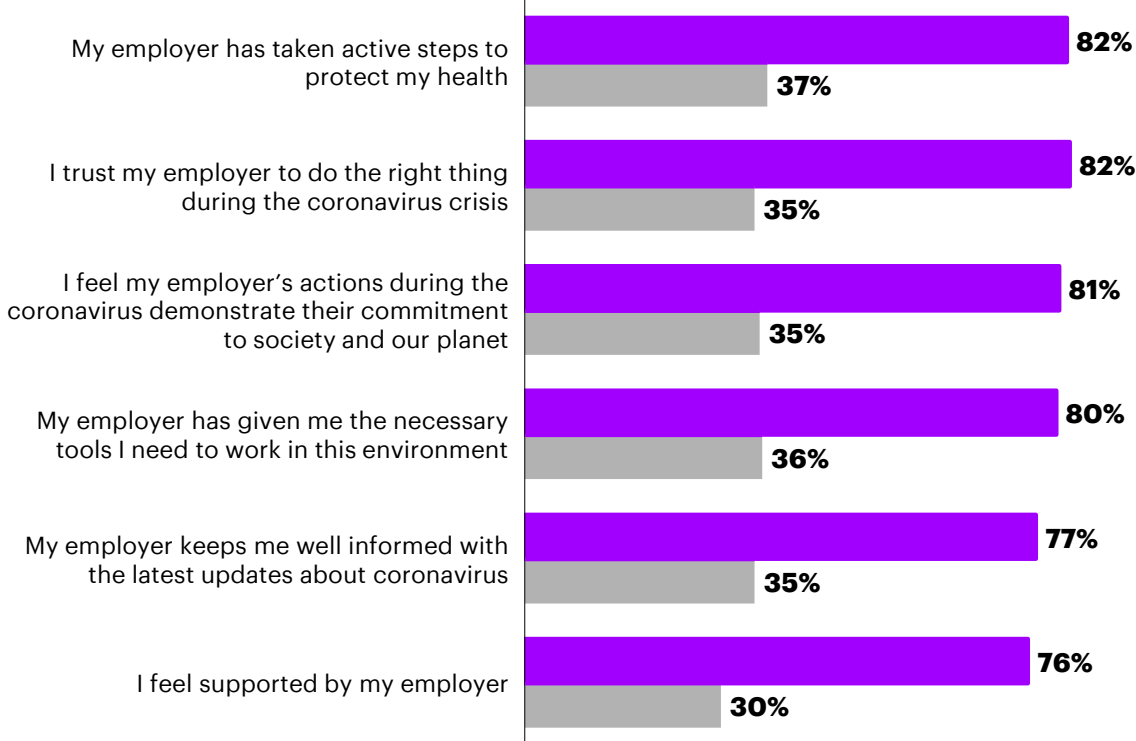
Employee's rating of employer since COVID-19 outbreak



Employee attitudes towards employer

% that agree or significantly agree, based on employer rating

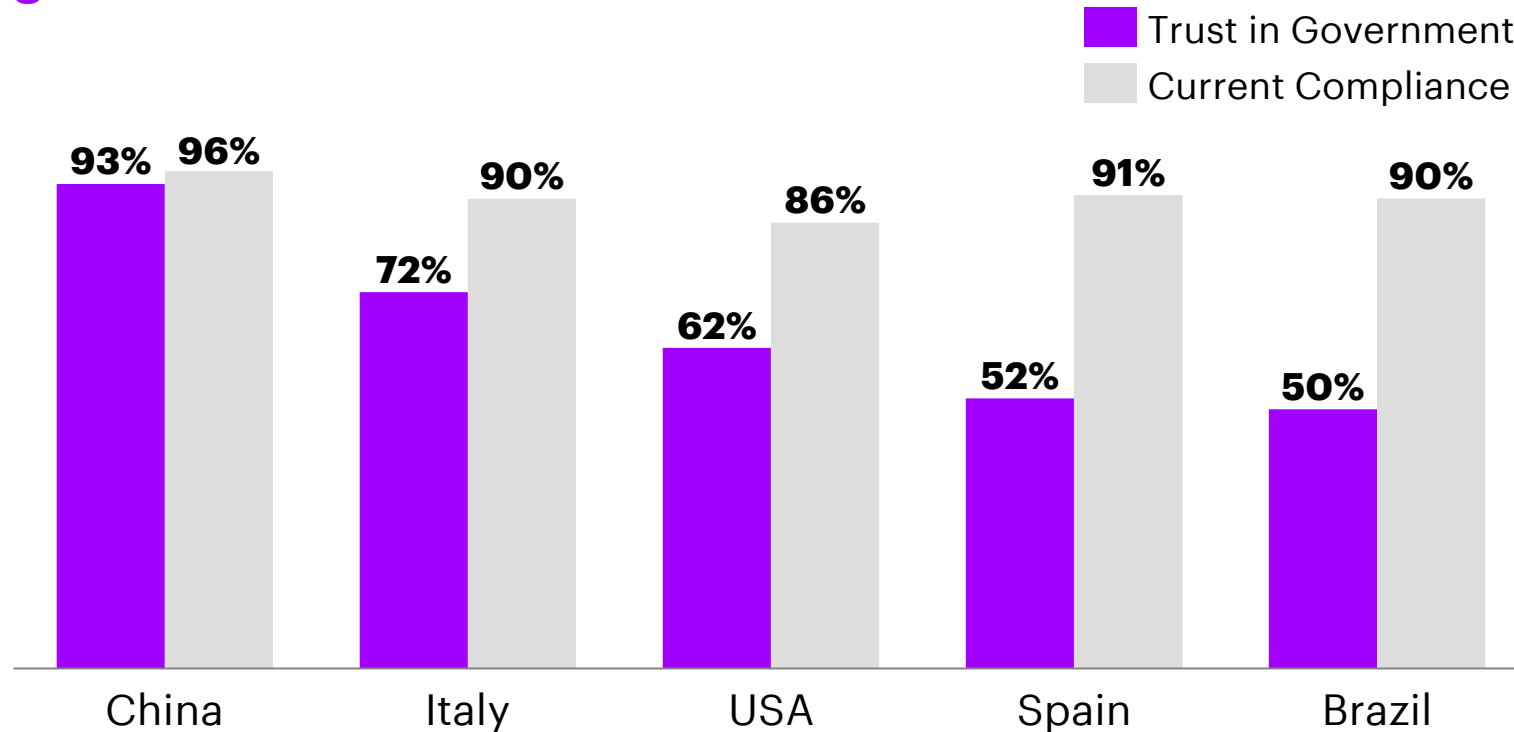
Rated Employer Well **Rated Employer Poor or Neutral**



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

Consumers are complying with government advice, even where they don't trust the decisions being made

Proportion of consumers who trust their government to make the right decisions vs. proportion who are complying with government advice



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

In Sweden, where trust of individuals to act responsibly has underpinned the government's response to economic lockdown, current compliance is third lowest across all 18 markets surveyed, at 81 percent

Governments around the world are leveraging various types of citizen data to reduce the spread of COVID-19.

In China, infrared sensors scan 200 passengers per minute at Beijing’s Qinghe Railway Station. The system captures a person’s face and sounds an alarm if their body temperature exceeds 99 Fahrenheit.

In South Korea, alerts sharing the routes of confirmed COVID-19 patients is being used to trace contacts.

In Moscow, a network of 105,000 facial recognitions cameras are being used to enforce lockdown.

Source: eMarketer, The New Yorker, ABC News

Over a quarter of consumers are willing to share their health data to support government responses

Comfort with data sharing

Multiselect per scenario

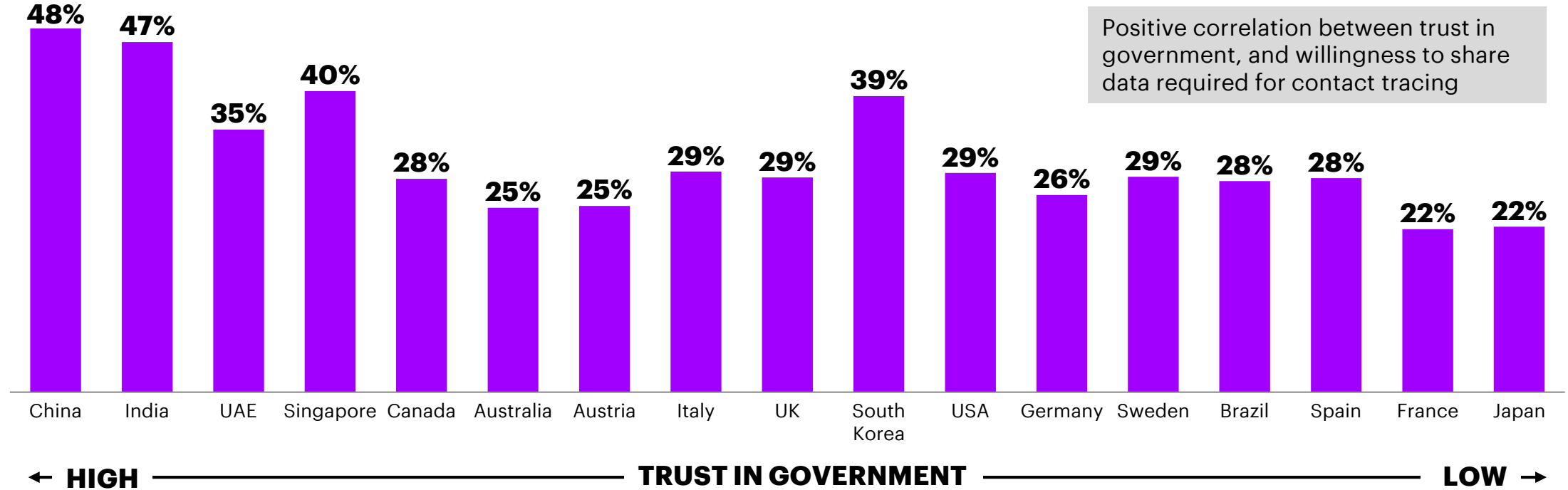
	Who I am Demographics	Where I've been Locations	How healthy I am Conditions	What I like Interests	My vitals Biometrics	Who I'm friends with Social networks	What I've bought Transactions	What I've said Conversations	None
Informing government responses e.g. identifying individuals at most risk, understanding symptoms	47%	32%	31%	23%	20%	18%	14%	7%	23%
Managing government responses e.g. tracking potential cases/ contacts of infected people	43%	36%	28%	22%	19%	18%	15%	6%	22%
Enforcing government responses e.g. ensuring compliance with isolation measures	41%	35%	26%	20%	18%	17%	15%	6%	24%
Enabling my personal movements e.g. as proof of personal risk level or likelihood of exposure	39%	35%	25%	19%	18%	17%	14%	6%	25%
Average	43%	34%	27%	21%	19%	18%	15%	6%	23%

Source: Accenture COVID-19 Consumer Research, conducted 17th-27th April.

Trust in government is an important factor in willingness to share data; required for many of the government responses

Willingness to share data for managing government responses

Proportion of citizens willing to share basic, location, contact and health data to help manage government responses e.g. contact tracing



Consumers have high expectations for businesses to act responsibly

Expectations for businesses

% agree or significantly agree



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May

The companies that did something good...may affect my purchase decision with the companies that didn't take initiatives in order to help consumers in this pandemic.

Ricardo, 32-39, Spain

Source: Accenture Research COVID-19 CG&S Human Perspectives.

Implications

- Put a plan in place to **address customer experience black spots** and communicate it to your consumers (with empathy) to demonstrate action.
- Actively **monitor your employee engagement** and sentiment to identify potential issues.
- The surprisingly high and enduring trust in the government reinforces it's central authority. **Engage with governments** as part of your brand and consumer engagement strategies.
- **Be transparent** about the data you are collecting and why. Context matters.



New Ways of Working

The initial appeal of home working is wearing off for some

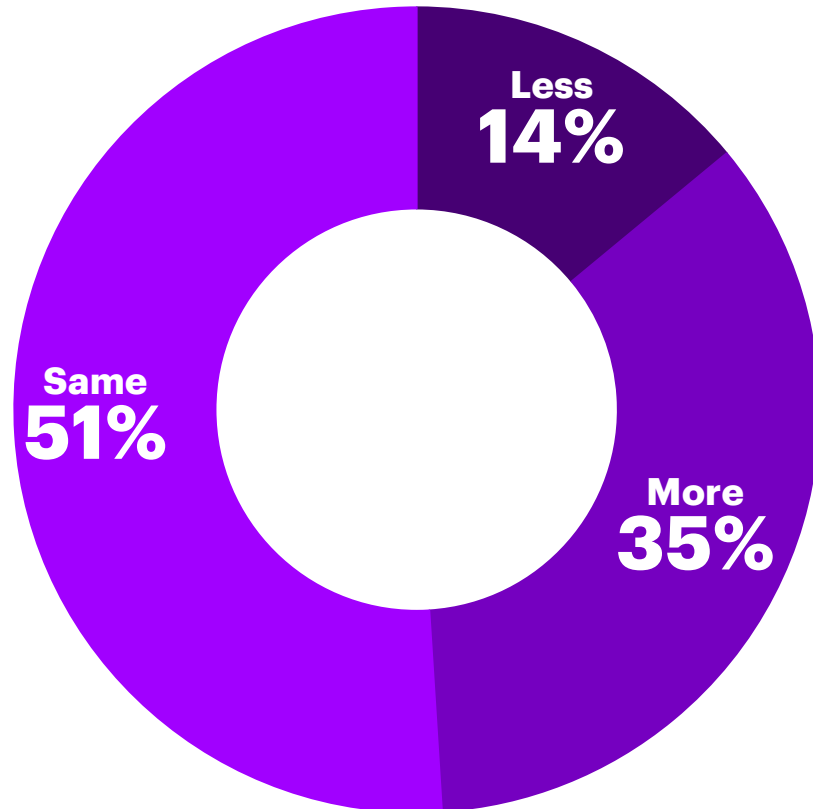
Proportion of consumers that significantly agree or agree with statements



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May, N = 3,648 respondents working from home.

Thirty five percent of people plan to increase the amount they work from home in the future

Change in work-from-home frequency from pre- to post-outbreak



48%

of people who never worked from home previously now plan to work from home more often in the future.

Life at home has become more fulfilling since I have been working from home. I spend more time with my family

Female, 32-39, UK

I enjoy working from home. I feel as though my job mostly can be done at home and wish I could only work from the office for a few days. I know my workplace will never allow that and it makes me sad.

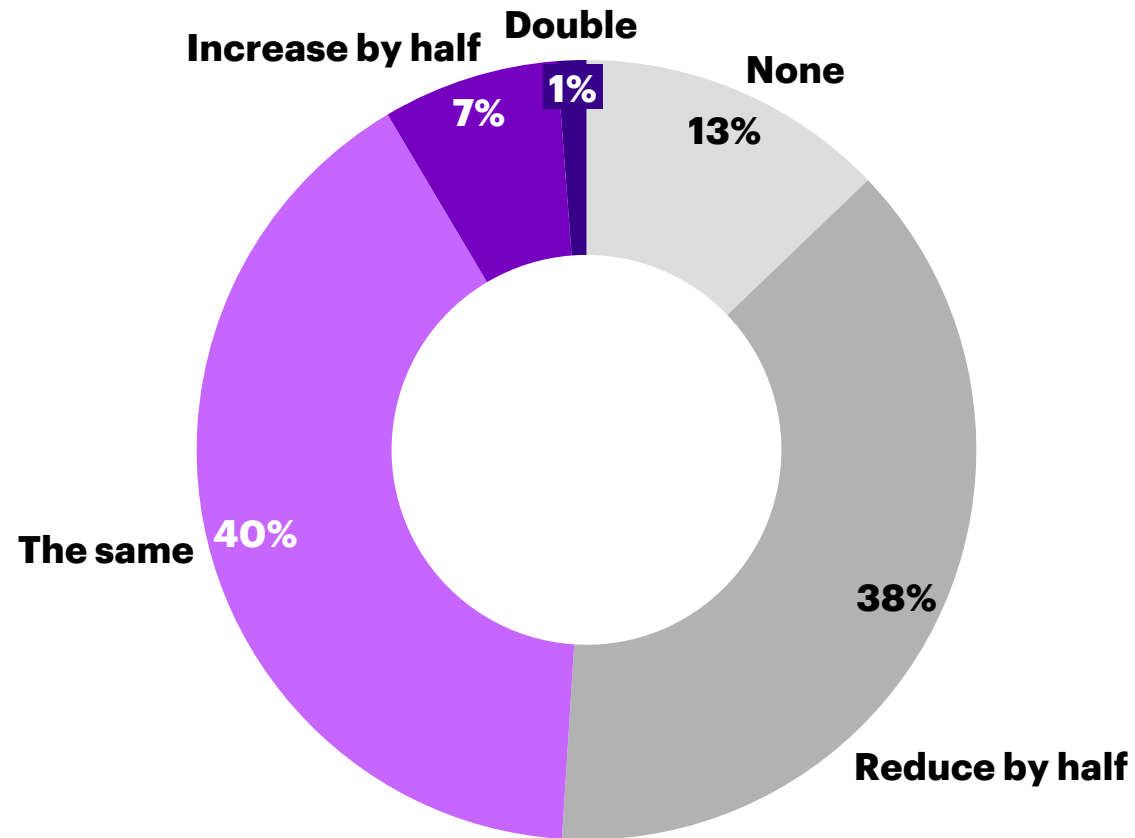
Female, 18-24, Canada

Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

Business travelers plan to make significant changes

Change in business travel frequency from pre- to post-outbreak

Proportion of all business travelers



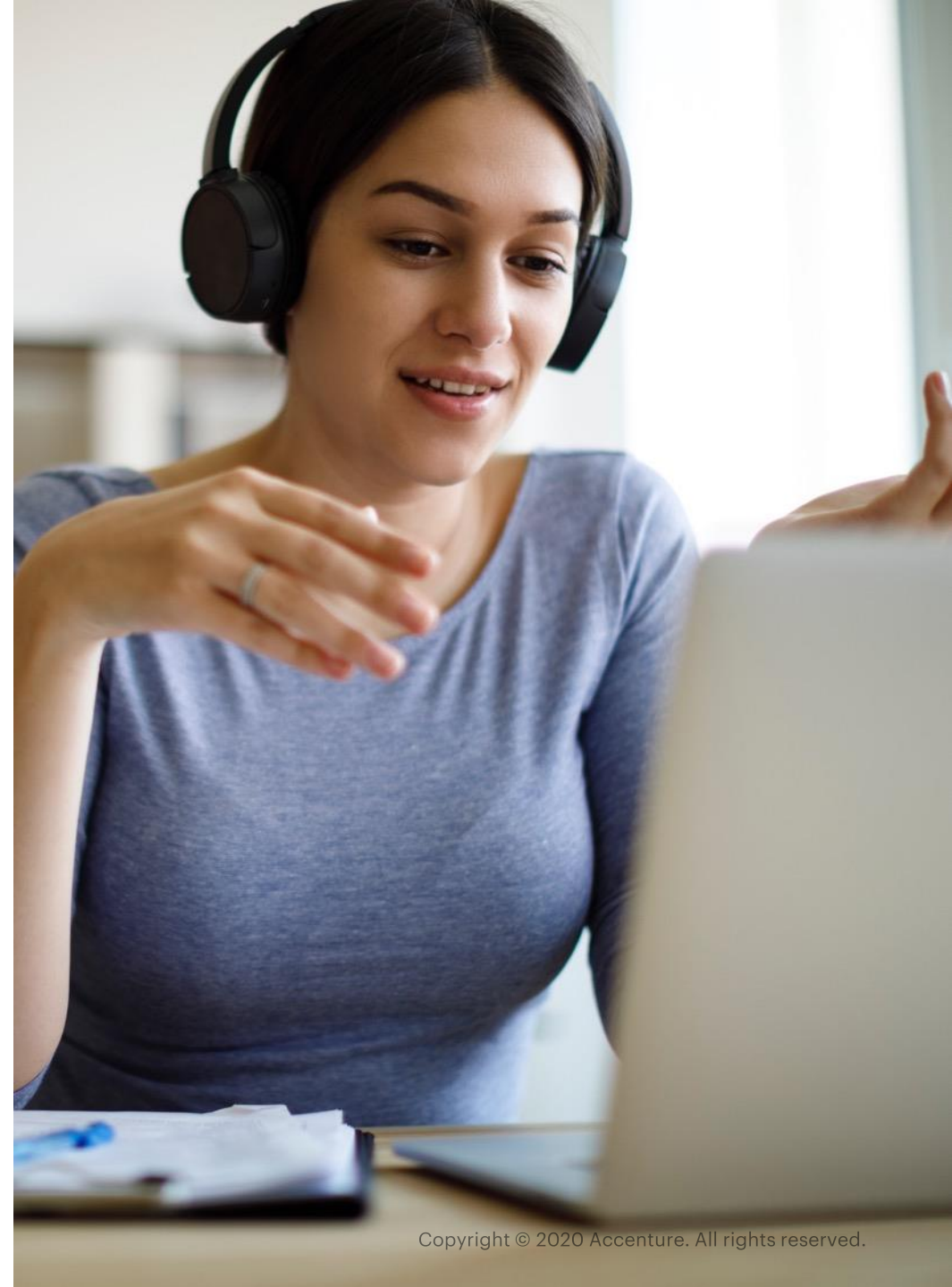
51%

of business travellers anticipate they will reduce the frequency they do so in the future

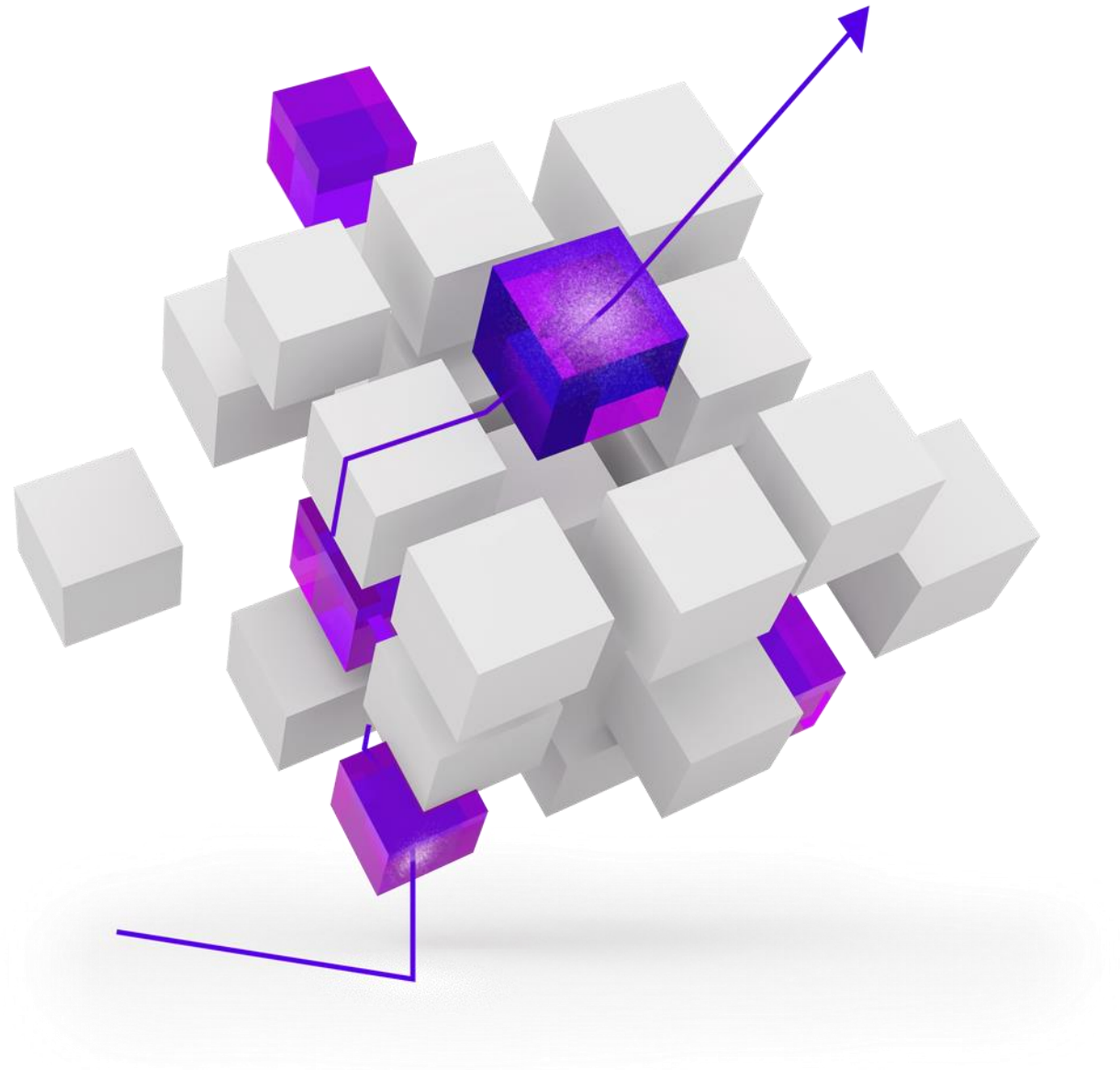
This increases to 61% for those who travel frequently (~20% of time)

Implications

- Create a **virtual working strategy** that will differentiate your employee value proposition and reflects new employee preferences.
- Explore **new pools of talent** that are unconstrained by physical location.
- Fully leverage **virtual collaboration tools**, which have clearly demonstrated success.
- Proactively define your **new norms for business travel** in the future, they will be different.



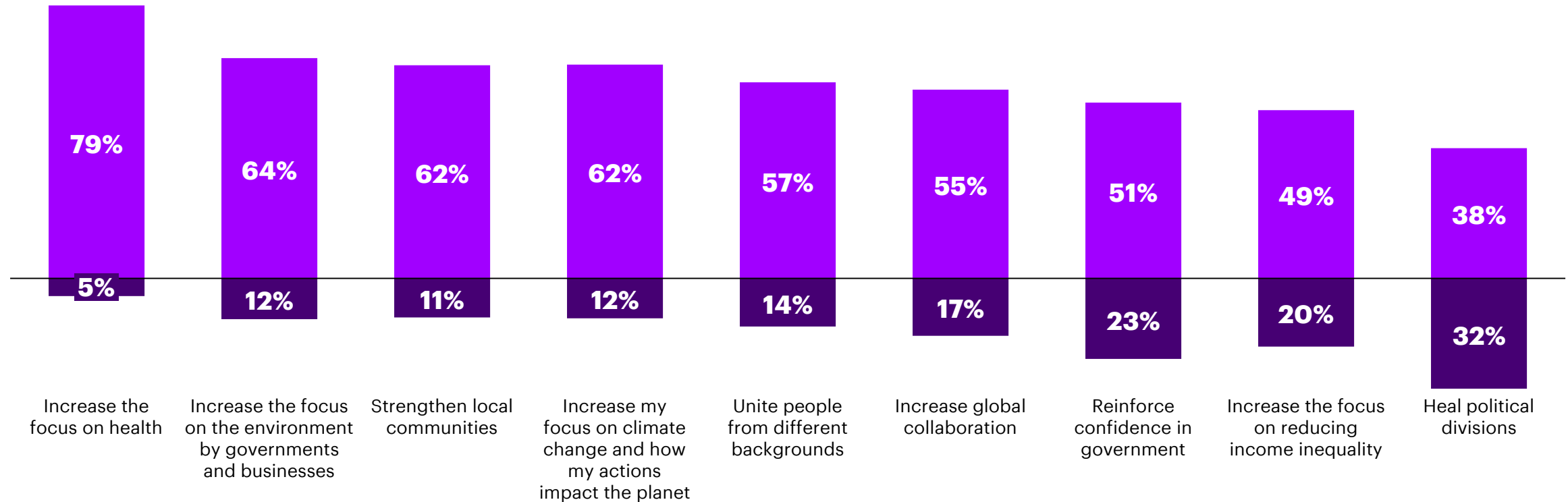
RESPOND RESET RENEW



The majority of people see potential positive outcomes from the pandemic

Proportion of consumers who think COVID-19 will have a lasting societal impact

% who agree vs. % who disagree



Source: Accenture COVID-19 Consumer Research, conducted 5th-11th May.

**Whatever it is,
[COVID-19] has
made the mighty
kneel and
brought the
world to a halt
like nothing else
could.**

Our minds are still racing back and forth, longing for a return to “normality”, trying to stitch our future and our past and refusing to acknowledge the rupture. But the rupture exists. And in the midst of this terrible despair, it offers us a chance to rethink the doomsday machine we have built for ourselves. Nothing could be worse than a return to normality.

Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal, a gateway between one world and the next.

We can choose to walk through it, dragging the carcasses of our prejudice and hatred, our avarice, our data banks and dead ideas, our dead rivers and smoky skies behind us. Or we can walk through lightly, with little luggage, ready to imagine another world. And ready to fight for it.

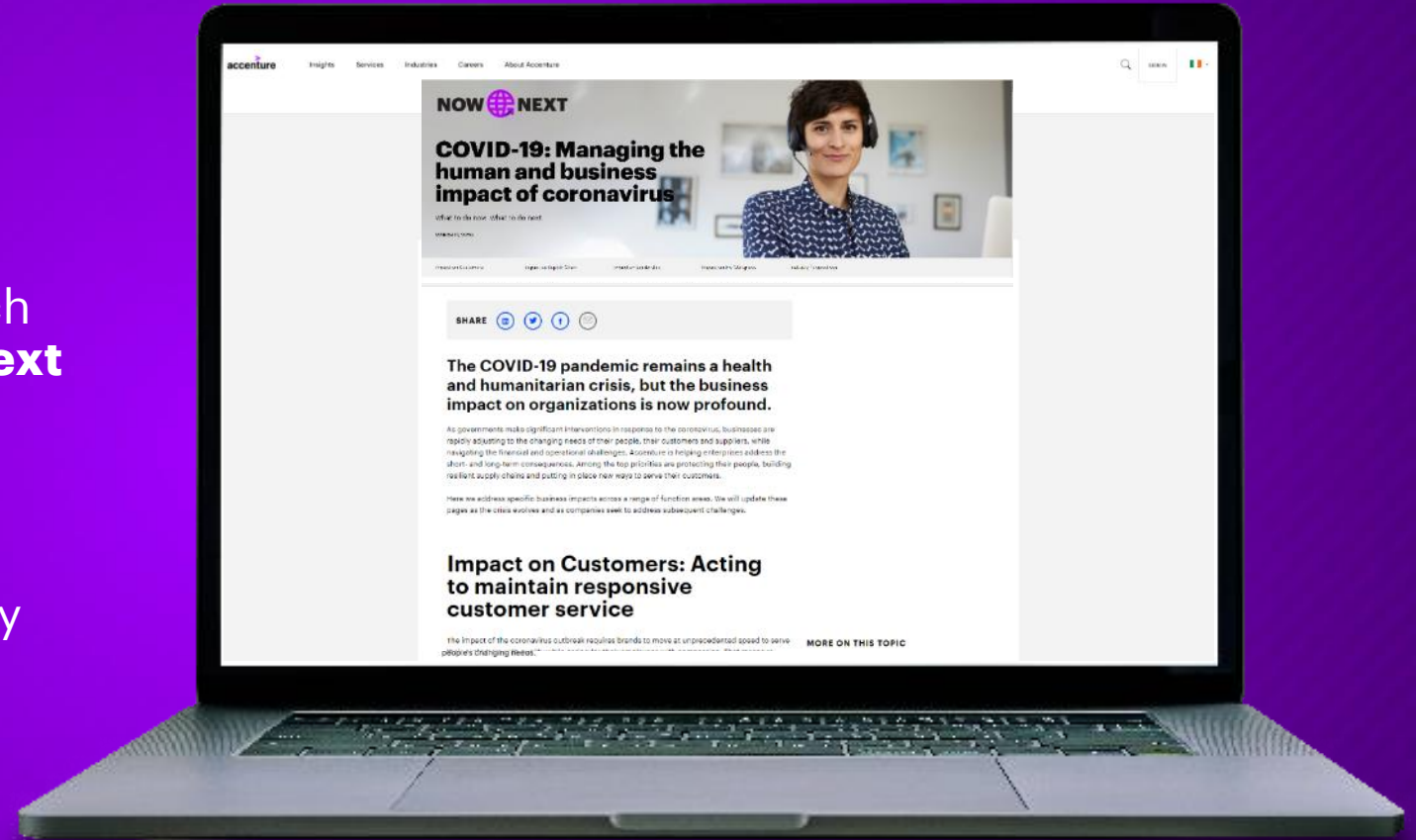
Arundhati Roy (2020) '[The pandemic is a portal](#)', *Financial Times*, 3rd April

To help our clients navigate both the human and business impact of COVID-19, we've created a hub of all of our latest thinking on a variety of topics.

Each topic highlights specific actions which can be taken **now**, and what to consider **next** as industries move towards a new normal.

From leadership essentials to ensuring productivity for your employees and customer service groups to building supply chain resilience and much more, our hub will be constantly updated. Check back regularly for more insights.

[VISIT OUR HUB HERE](#)



Contact



Nhung Mason

Australian Consumer Goods Client Account Lead

nhung.mason@accenture.com

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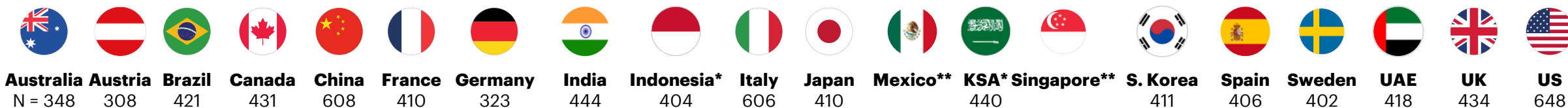
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Methodology

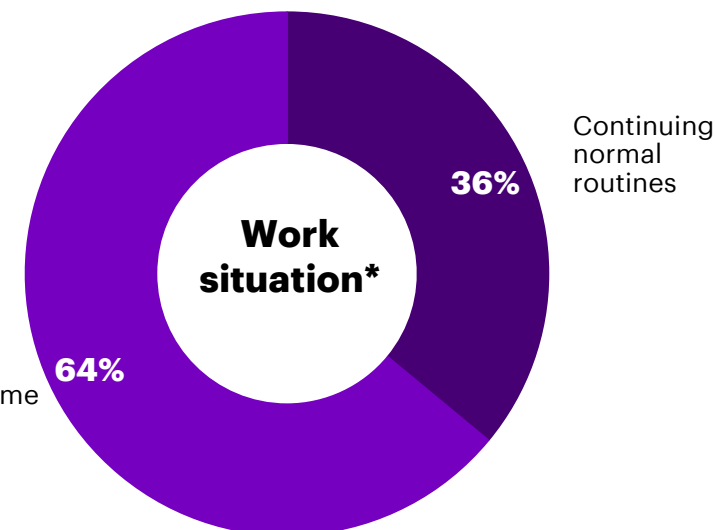
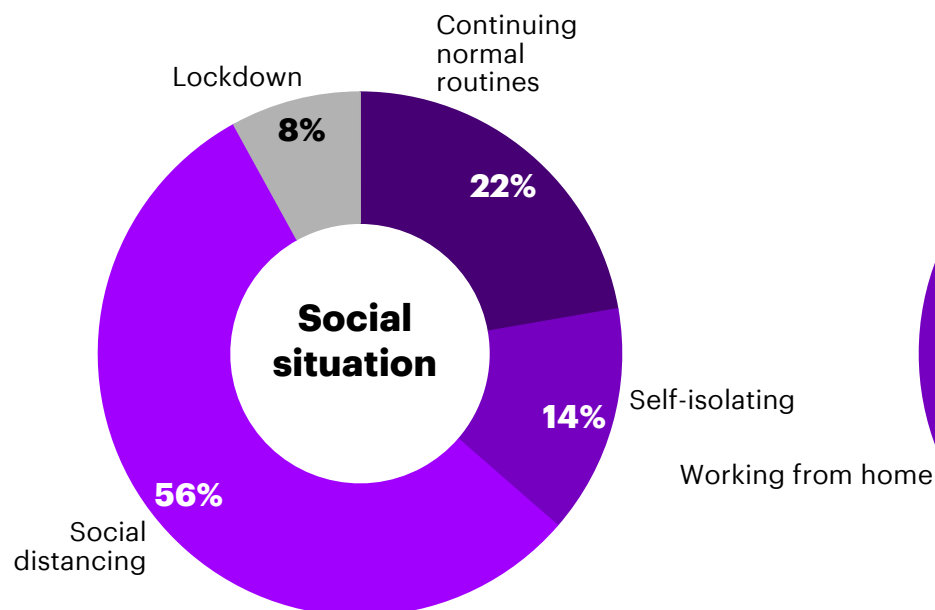
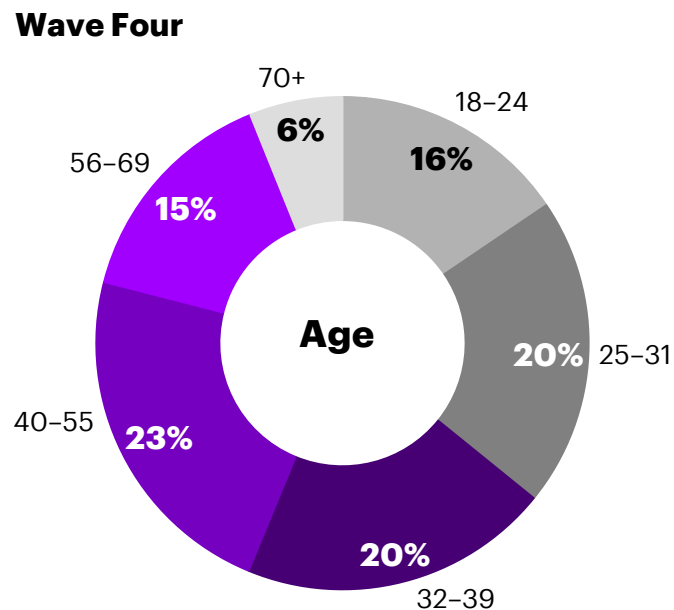
The COVID-19 Consumer Research

Accenture's COVID-19 Consumer Research is monitoring the changing attitudes, behaviors and habits of consumers worldwide as they adapt to a new reality during the COVID-19 outbreak. It also explores which of these changes are likely to have a lasting impact once the crisis is over.

The fourth wave of this survey was conducted from **May 5th–11th** and includes 7,872 consumers in 18 markets around the globe. This has been complemented by two digital ethnographic studies: one of 30 consumers in the US completed April 3rd–8th, exploring the ways their approach to food is changing, and the other of 15 consumers in China, Mexico, Spain, and the US, exploring how their approach to shopping for consumer goods and services is changing. This research will continue to be updated to track changes as this situation evolves.



Wave Four



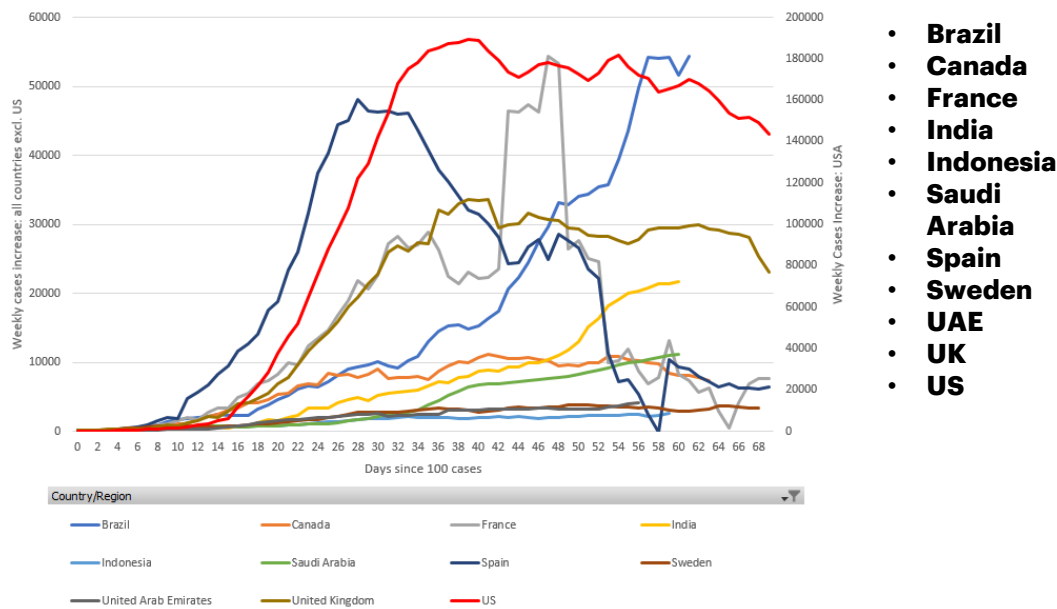
Source: Accenture COVID-19 Consumer Research, conducted 17th–27th April. *Added in Wave 4. **Excluded in Wave 4.

* Of those employed

The 18 markets were split into two types based on the stage of outbreak at time of fielding

Markets were grouped into two stages of the COVID-19 outbreak. The classification took into account the time since first 100 cases were diagnosed in each country, the weekly increase of new cases and the lifting of government restrictions.

Advancing



Stabilizing

