

# THE VIEW

## Consumer Insights | November 2020



Hi there,

With a tumultuous 2020 nearing its end and hopes for a successful COVID-19 vaccine in the making, consumers and businesses are preparing themselves for a new era. A lot has changed for almost everyone, including perspectives of our very being. These changes will dictate everything from brand perceptions to purchase decisions. While it's still early days, we dig into available data and insights to uncover what brands can expect in the days to come.

### **B2B & B2C | Netscribes**

#### **Five consumer habits expected to stick post COVID-19**

The pandemic has given rise to several new consumer behaviors. Now the next question is: which habits will remain in the long term? Based on publicly available consumer data, here's a look at the five consumer habits that are most likely to stick.

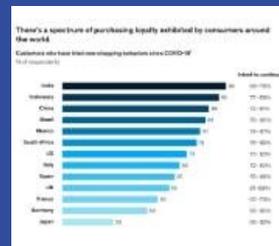
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### **B2C | McKinsey**

#### **The post-COVID-19 consumer sentiment sees a shock to brand loyalty**

McKinsey's latest consumer sentiment survey of respondents across 45 countries indicates an over 65% consumer intent to shift purchasing brand loyalty keeping the value and price sentiment in mind. The research further highlights persisting trends of the shift to value and essential purchases and the thriving homebody economy.

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### **B2C | Financial Times**

#### **The post COVID-19 retail market sees high growth expectations for big consumer brands**

Lifestyle changes set in motion by the pandemic have led to drastic shifts in consumer goods companies- with growth rates ranging from minus 40 to plus 25, as quoted by the chief executive of Unilever. Large consumer brands like Reckitt Benckiser, Dettol, Kraft Heinz, are seeing greater response and consumer return. Essentials in hygiene and food are still seeing greater consumer preference with DIY, frozen food, and other make-at-home products seeing an upsurge in sales.

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**B2C | Deloitte**

**Up to 50% of pandemic-driven consumption shifts expected to stay in the long-term**

With a Q2 estimate of -10% decline in economic activities in Germany, a detailed study across respondents in Germany studies the short, medium, and long term impacts of COVID-19 on consumer behavior patterns. Up to 50% shift in consumer behavior during the pandemic is estimated to stay in the long-term, with higher-income households seeing bigger pattern shifts.

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**B2C | UNCTAD**

**Online purchases here to stay; increase by 6 to 10 percentage points**

A recent survey conducted by UNCTAD indicates an increase in 6 to 10 percentage points of online purchases across most product categories. Average monthly consumer spending, however, has seen a drop.

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**B2C | Business World**

**Around 9 out of 10 consumers have changed shopping habits post COVID-19**

Fluctuating consumer sentiments and behavioral shifts have greatly impacted the retail sector forcing the implementation of sustainable business strategies and with an estimated 5-year pushback.

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**B2C | Think with Google**

**Home fitness, flexible work spaces and sports entertainment rank among top 3 consumer trends this fall**

Google Ads Research and Insights indicates that with the onset of the festive season, consumers this year are staying safe and indoors as they look to reinvent their home space and invest in fitness. Digital engagement with sports entertainment has increased, along with an increased search for flexible online freelance jobs.

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**B2B | Netscribes**

**Connecting more meaningfully with consumers in the next normal**

Stay-at-home activities caused an increase in average global internet traffic to a peak of 47% this year. In a digitally reinvented post-covid world, exploring innovative ways to establish humanized interactions with consumers becomes key.

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**KEY TAKEAWAYS:**

- Accelerated trends in digital content consumption and shopping expected to stay
- Consumers now pay more attention to companies' values and expect brands to use their influence to impact social issues
- Businesses that meet their consumers' hygiene and safety expectations and clearly communicate their measures will be well-positioned to succeed in the post-COVID-19 era.

Netscribes helps global firms build a competitive advantage through reliable market data and insights. To schedule a consultation, [contact us](#)

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